

CUTTING EDGE SELECTIONS

✧ HAND-CRAFTED WINES ✧

Lucia Vineyards

If you ask Gary Pisoni why his Pinot Noir fruit is considered to be some of the very best grown in the US, he humbly retorts: *"It's all about the fog."* By this he means, the fog that rolls in every evening is key to the quality of his fruit, as it moderates vineyard temperature. However, after spending an afternoon with him a few years back, I have my doubts that *"the fog"* is the whole story. Sure, he has an ideal location: coastal vineyards, excellent exposure, good soil, air drainage, etc, etc, etc...

and of course *"the fog."* But all of this simply sets the stage for potential quality—it's no guarantee. I believe the real key to Gary Pisoni's success is GARY PISONI. He is a dedicated vineyardist and spends an inordinate amount of time with his vines. Maintaining intimate terms with every tendril, spur, trunk and cane requires a pure heart and extreme dedication, but it's the only way to grow great Pinot Noir. Gary's unwavering devotion to his vines is downright parental, a perspective he shares with other world-class Pinot Noir growers, namely the Burgundians!

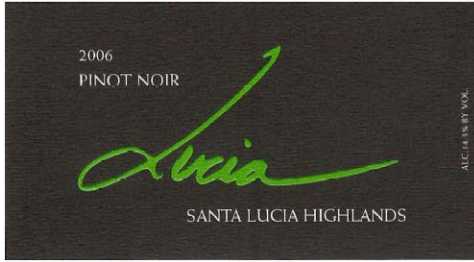


Gary Pisoni, owner Lucia Vineyards

Lucia Vineyards is truly a family operation. Gary's parents, Eddie and Jane purchased the farm that is now Pisoni Vineyard, thirty years ago. Gary's sons, Jeff and Mark, play key roles at Lucia, as well. Jeff has a degree in Enology and now serves as Lucia's principal winemaker. Mark, with an advanced degree in Farm Business Management, ensures that Lucia is a going concern.

Lucia Vineyards is fast becoming one of the most critically acclaimed and highly sought-after producers on the market, today. I think it's safe to say that Lucia's success can be attributed to the spectacular fruit Gary and his family grow... now vint. And yes, I'm sure *"the fog"* had something to do with it, as well.

Lucia Pinot Noir Santa Lucia Highlands 2007



The Santa Lucia Highlands Pinot Noir is a cuvee of various lots in the cellar. Generally a blend of equal parts from Garys' Vineyard and Pisoni Vineyards, the wine creates a genuine representation of the Pinot Noir produced in the Santa Lucia Highlands. **Retail \$42.99**

Press for the 2006

91 points—The Wine Advocate *"The 2006 Pinot Noir reveals forest floor, spring flower, black raspberry, plum, and subtle smoky characteristics as well as round, generous flavors, medium to full body, and a long, heady finish. Enjoy this seductive Pinot over the next 3-4 years."*

Lucia Garys' Vineyard 2007



The Garys' Vineyard Pinot Noir is the flagship wine of Lucia Vineyards & Winery. Specific barrels are hand selected and blended together to create a wine that best reflects the unique terroir of the Garys' Vineyard. This site produces wines of vibrant, pretty and floral aromatics with a lush, rich texture and firm acidity. The wines drink well upon release, but contain the acidity and tannins to age gracefully for several years. **\$54.99 Retail**

Press for the 2006

93 points—The Wine Advocate *"Even better is the 2006 Pinot Noir Garys- Vineyard. Superb aromas of truffles, underbrush, spring flowers, black cherries, and black currants emerge from this deep, full-bodied, exuberant but gorgeously balanced and pure effort. Drink this full-bodied, compelling Pinot over the next 5-6 years."*

Lucy Rosé of Pinot Noir 2008



Lucy is the little sister to Lucia. The Rosé is made by allowing the grape juice to sit on the Pinot Noir skins for a couple days. After picking up enough color, the juice is drained from the grape skins into barrels, where it ferments. The short skin contact results in a wine that is lighter in color and lighter on the palate. A perfect picnic wine, Lucy's essence of Pinot Noir and fresh acidity also allow for pairings with a variety of dishes throughout the seasons. One dollar of every bottle of Lucy sold is donated to breast cancer research. **\$20.99 Retail**