

ROBERT SINSEY VINEYARDS



Pinot Blanc, Los Carneros, 2012



- Organic - CCOF Certified Vineyards
- Grown in three of RSV's Los Carneros Vineyards in Napa & Sonoma
Napa: Three Amigos and OSR Vineyards
Sonoma: Scintilla Sonoma Vineyard
- Delicate whole-cluster pressed fruit
- No oak, no ML, no skin contact
- Fermented dry
- Pure, elegant and balanced
- In half bottles (375ml) and magnums (1.5L) only... No 750's
- Start with it, or party with it!

WINE GROWING NOTES

A simple truth, delivered in an honest way... this is what RSV Pinot Blanc aspires to. Pinot Blanc is not known as the most complex grape - yet, when grown in the right climate, picked before it gets too ripe, fermented delicately - unencumbered with extraneous flavors, and allowed to express its strengths of crisp fruit and elegant texture... it can deliver pure, visceral pleasure - and it can be an absolute joy at the table.

The 2012 vintage was as close to ideal as one could expect in the natural world. One of the driest winters on record was saved by a "March Miracle" spring rain that laid the groundwork for a practically perfect flowering season. The exceptional growing year culminated in just the right ripening weather for concentrated flavor development, bright acidity and lower sugar that resulted in relatively modest alcohol levels in the finished wine.

RSV Pinot Blanc is grown in three of RSV's CCOF certified organic vineyards in the Carneros region: The Three Amigos, OSR and Scintilla Sonoma.

The grapes were night picked and delivered to the winery in the cold, wee hours of the morning where they were whole-cluster pressed and stainless steel fermented 'till dry. It was allowed to rest on the lees before being racked and bottled. The simple philosophy is to grow it well and allow the purity of the wine to express itself.

WINE TASTING NOTES

The Pinot Blanc of the near idyllic 2012 vintage exhibits aromas of blossom and citrus. The wine has nice intensity, beautiful structure, and elegant balance. The grapes come from three of RSV's CCOF certified organic Los Carneros vineyards. The northern OSR property contributes "white flower" characteristics with a rich palate. The Three Amigos Vineyard contributes beautiful kaffir lime/citrus notes and an apple crispness for a mid-palate zing, while the more wind-swept Scintilla Sonoma Vineyard offers a lingering finish of peach and lychee. Enjoy with food!

FINE WINES. ORGANIC VINES.

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... It's hard to make the good things last!

Can something be both simple and complex at the same time? Could letting it "be" result in something better, or more interesting, than perfection? I was listening to an interview with Wayne Coyne (of the innovative art/punk/psycho rock band, The Flaming Lips), the other night as he discussed his early inspirations, including *Strawberry Fields Forever* - a song of superlative craftsmanship, yet loose, with technical mistakes that, if the song were recorded today, would have been "cleaned up," i.e. auto-tuned, and "perfected" before being released. A process that probably would have destroyed the song - or at least rendered it less memorable.

"It's so easy to make it perfect," Coyne said. "Anyone can make it perfect - perfect is the enemy of almost anything good in the world... They [musicians like the Beatles, Tom Jones or the Rolling Stones] tried very hard to make it as good as they could, knowing it was never going to be perfect, because people were playing it."

His point was that musicians strove for perfection because perfection, without the aid of modern technology, was not achievable in those days. That's not to say the music was completely naïve or accidental. The craft had to be good enough to express the idea, but the delusion

of perfection didn't get in the way either. They gave their best effort but, being human, they reached for an emotional/visceral peak that was more important than getting it technically correct... they walked the razor's edge between craft and emotion.

The Flaming Lips wrote a song a few years ago called, *Do You Realize*. It is a simple song... almost childlike, yet poignant and honest with an underlying, universal truth that could make all but the most hardened soul want to cry.

***"And instead of saying all of your goodbyes -
let them know***

You realize that life goes fast

It's hard to make the good things last

You realize the sun doesn't go down

***It's just an illusion caused by the world
spinning round."***

The song is full of rough edges and broken vocals that only make it more endearing... and the contagious musical simplicity helped it become an underground hit. It tells a story of a simple truth delivered in an honest way. A lesson we can apply to any craft... including wine.

