

# ROBERT SINSEY VINEYARDS

## POV

LOS CARNEROS, NAPA VALLEY, 2010



- Organic - CCOF Certified Vineyards
- Three classic Bordeaux varietals: Merlot, Cabernet Franc and Cabernet Sauvignon
- From RSV's Vandal, Three Amigos and OSR Vineyards
- Cuvee changes every vintage
- 19 months in 30% new French oak barrels
- Labels feature original photography by Rob Sinskey
- Three photos per vintage - Four each case

### WINEGROWING NOTES

Each year provides new parameters that are ultimately reflected in the character of the wine. RSV has learned over more than thirty years of wine growing that the Carneros has more in common with the Right Bank of Bordeaux than with the rest of Napa Valley. RSV's CCOF certified vineyards are ideal for the three classic grapes of Merlot, Cabernet Franc, and Cabernet Sauvignon. The cooler climate allows longer hang time without compromising the natural acidity or brightness of the finished wines, especially in vintages like 2010. Small yields coupled with a long, cool growing season punctuated by a late season heat wave, created optimally-ripened, intensely-flavored fruit with a vibrant mouth feel.

### TASTING NOTES

The 2010 vintage of POV is a wine of unusually balanced contrasts. The long cool growing season was punctuated by a late season Indian summer for full development of flavor with a long, mouthwatering finish.

Aromas of blackberry jam, nutmeg, and bramble fill the senses at first pour, followed by notes of dried herbs, spice, and chocolate. The fruit forward nature of this vintage is tempered by firm tannins and good acidity, suggesting this wine has the structure for the long haul. The combination of bright fruit, herbs, and structure ensure it will find many companions at the dinner table.

**FINE WINES. ORGANIC VINES.**

6320 Silverado Trail | Napa, CA 94558 | 707.944.9090 | RobertSinskey.com

restaurantretail@robertsinskey.com | distributorsales@robertsinskey.com | consumer@robertsinskey.com

## *Craftsmanship in the era of the short attention span!*

"I'm bored." I often hear this refrain as my girls navigate the teen years - an irony since they attend demanding schools, are plugged into the social network, and anything can be a swipe of the fingertip away.

I'm also hearing this same refrain from sommeliers, wine journalists and wine drinkers these days. "I'm bored with (*insert variety, winery or region here*)!" The urge for something new is irresistible, maybe even addicting - or have we just become conditioned to think we want something new?

We have access like never before with the ability to discover new things daily on the information highway. As an Instagram abuser (@rsinvin), I can see culinary trends transmit across the world - oceans or languages are no longer barriers. We see culinary trends like farm-to-table, cupcakes, pork belly, tacos, ramen, pho, and whole-animal begin when a plugged-in traveling chef "discovers" something in one corner of the world and returns home to post their latest creation online. Within weeks, chefs are creating their own versions and then, within a few months, the "new" dish or trend jumps the shark by appearing on corporate restaurant menus. The cycle continually shortens.

It wasn't always that way - at one time we really didn't have a choice. We only knew (and had access to) what was local. What differentiated was the craft behind the product...the honing, the skill, the knowledge that only time and repetition could provide. New or unusual was viewed suspiciously. Tried and true was cherished.

Wine is a craft, but it is also an accident. Crush some grapes, put them in a crock, and they will ferment. It is up to luck if the result is something you want to drink. But put those same grapes in knowledgeable hands and they might become something ethereal.

Historical wine regions have become refined over decades, if not centuries. This is no accident. Fine wine cannot chase trends because it takes too long and costs too much to plant, cultivate, make, and age wine. Instead of vacillating with the trends, wine regions have become more focused and refined by what works best. Burgundy is the land of Pinot Noir and Chardonnay - while Chianti is mostly Sangiovese. Bordeaux is divided into the Left and Right banks (which in turn are divided into sub-regions), where the former is dominated by Cabernet Sauvignon and the latter Merlot and Cabernet Franc. Laws have been created by governments or ad-hoc vintner organizations to keep wine regions focused on what they do best and help maintain their identity.

However, we make wine in the New World - the land of independence, the cowboy, the rebel - where no one tells us what to do and to hell with the rules. We certainly have been guilty of this attitude ourselves, but we've now had over thirty years to sow our wild oats, experiment, and refine what works best, continuing to evolve, learning something new each year that adds to the knowledge gleaned from years past. So, instead of replanting our vineyards with the varieties of the Jura, our cure for boredom comes by answering the thrill ride of challenges posed by the four seasons in an attempt to capture the distinctiveness of vintage.

