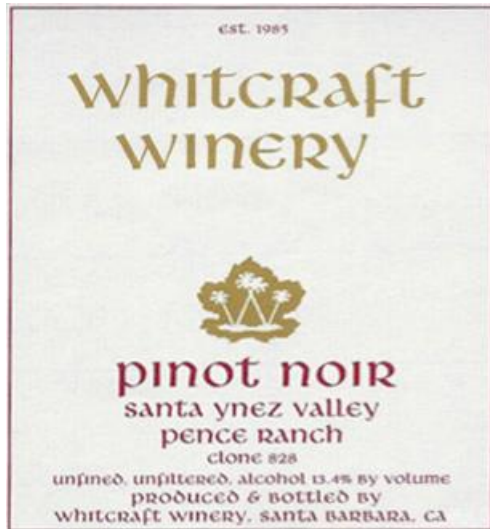


Whitcraft Winery

Sta. Rita Hills Pinot Noir “Pence Ranch – Clone 828”



When Drake Whitcraft took over the family winery in 2007 (the winery was founded two decades before, in 1985 by his parents, Chris and Kathleen) his goal was to make balanced Central Coast wine of purity, honesty, and finesse. Because he grew up within the culture of wine and California winemaking, he was perpetually under the tutelage of both father Chris and friend Burt Williams, founder of the legendary Williams-Selyem winery in Sonoma. During a two year stint in Australia working at Green Vineyards with first-generation Italo-Australian and biodynamic guru Sergio Carlei, he got a good taste of certain practices he wanted to implement, not only in the vineyard and winery but also on the business side. Now Drake is vinifying with the same old school techniques his dad used (hand-harvesting, foot-pressing etc., no added enzymes or coloration) and with much veneration to Mother Nature herself.

Appellation	Sta. Rita Hills AVA
Varietals	Pinot Noir Clone 828 from Merry Edwards
Soil	Loamy
Vineyard Age	Average of 10 years
Exposure	South-southwest
Quantity Produced	66 cases
Agricultural Method	Organic
Harvest	Hand harvested
Vinification	Fermented 100% whole cluster for 10 days. Gravity racked as free run to barrel, then pushed with Argon to tank for a 100% gravity bottling on in-house line. Never racked off the the lees. No fining, no filtration.
Alcohol	13.4%
Residual Sugar	None

