

LA VOIX

WINERY

“LIFE CAN ONLY BE UNDERSTOOD BACKWARDS; BUT IT MUST BE LIVED FORWARDS.”

THE WINE

VINEYARD : Machado Vineyard
FERMENTATION : Partial whole cluster
AGING LENGTH : 18 months in barrel
OAK: Mostly neutral oak/native yeast
QUANTITIES : 200 cases produced

VINTAGE : 2012

“REFLEKTOR”

STA. RITA HILLS - PINOT NOIR

WINEMAKER NOTES

“Reflektor” is from the Machado Vineyard located on the western side of the Sta. Rita Hills appellation, and immediately adjacent to the Kessler-Haak vineyard.

The grapes were harvested during the cool early morning hours and brought to the winery in the early morning hours. This wine is 100% Mount Eden clone Pinot Noir. Mount Eden is one of several "heritage clones" that are seeing a resurgence in popularity. In the cool Sta. Rita Hills area, the clone produces wines of impressive color and body, while maintaining a forward, brambly herb component.

The grapes were fermented in open-top fermenters and held for 30 days including extended maceration. The grapes were de-stemmed and meticulously sorted. Gently pressed directly to barrel, the wine aged in French oak for 18 months. 20 percent new oak was used.

MUSICAL NOTES

“This being the only wine made from one of the original Brewer-Clifton plantings, the wine caused me to "reflect" back on the last 20 years that went into its existence. The dark, brooding fruit and forward aggressiveness of the wine also takes one to that reflective emotional state. The lyrics of the Arcade Fire song ‘Reflektor’ very much mimic the sensations and mood that I think this wine evokes.” - *Steve Clifton*

ARTIST NOTES

Like shattered glass, the artwork for “Reflektor” is dark and gritty with an aggressive hint of danger and a slight air of acrimony. A splintered mirror that’s been pieced back together, “Reflektor” finds beauty in the broken: a glimpse of sunshine breaking through the clouds on an otherwise cloudy day.



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