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Grapesmith and  
Crusher Pinot Noir  
2010



This wine cringes when the word 'amazing' is used to describe anything.

**conceptual doppelganger**



While often cited as a tasting note of many a pinot noir, I submit this vintage horsehide motorcycle jacket as inspiration for G&C Pinot Noir. Along with

the natural oils inherent in the leather as well as the smells added by the tanning process and also add in the sweat and wind and rain and cologne and cigarette smoke and exhaust and motor oil and the eminence of it's owner who wore it daily while riding his '46 Indian Chief around the Salinas Valley - it all adds up to a tremendous amount of character that reflects history, nature and nurture. I LOVE this jacket. I LOVE pinot noir.

**Winemaker** Laurent Montalieu

**Age of Vines** Approximately 20 years old

**Soil** Varies depending on vineyard site

**Region** Willamette Valley, Oregon

**Grapes** 100% Pinot Noir

**Producer** Don't you miss the clickety clack of vintage typewriters? The click of the iPhone's touch screen keyboard certainly doesn't have the same romantic charm. Not everything was better back then; surely few people miss using whiteout, but occasionally there is a yearning for how things used to be. When times were simpler, perhaps all it took was sharing a glass of wine with a friend at the end of the day to make everything feel alright. In fact, Communal Brands fully supports the idea that even in today's chaotic world; the simplicity of a bottle of wine can still has the power to make everything OK. When looking for our next wine, as always, we were looking for great quality for the price. Imagine our surprise when we were led to Oregon, where in the acclaimed Willamette Valley, good value is a rare find. Grapesmith and Crusher's imagery of a vintage typewriter came together then, upon the realization that possibly there is still a chance to go back to the basics and enjoy the simple pleasures in life. (Even if we are drinking our glass of Pinot Gris/Riesling/ Pinot Noir in one hand with an iPhone in the other.)

This wine is a blend of premium vineyards sites selected throughout the Willamette Valley. The vineyards include: Roserock, Gibson, Kalita, Zena Crown, Elvenglade, and Hyland Vineyard.

**Viti/Vini** 7 day cold soak, with an additional 18 days of skin contact. Aged for 6 months in French Oak (34% new.) In 2010 yields were lower than in typical years, due in part to early season weather conditions and crop thinning near season's end. As a result, the lower yields delivered high quality fruit, with characteristics of full phenolic ripeness, concentrated flavors and balance. Sustainable.