

where	what	when	sugg. retail
USA	RED	SPECIAL	PLEASE INQUIRE

**GEORGE WINE COMPANY
CEREMONIAL VINEYARD
PINOT NOIR 2008**



*Domestic exotic juice
concocted by domestic
eccentric obsessive.*

conceptual doppelgänger



Golden Alpine Strawberries are a somewhat rare variety that only grow for people who believe in them and speak to

them on a regular basis. The reward is a strawberry that would taste like pineapple if you were blind. If you're not blind, they taste cause palate pleasure and perplexion (neologism). When perplexion is achieved with palate happiness, you've discovered mouth magic.

Winemaker George Levkoff

Region Russian River Valley

Age of Vines Varies from vineyard to vineyard

Soil Goldridge loam soil with large amounts of clay

Grapes 3 different Dijon Pinot Noir Clones

Producer Wine professionals occasionally ask each other "What's the bottle that changed your life?" Along with this there's a shared knowledge that everyone had that bottle that opened their eyes to the indescribable sensory experience of wine. That one bottle that makes you quit your job and work with wine exclusively. George Levkoff knows what his bottle of wine is. It was Williams Selyem Rochioli Vineyard Pinot Noir from 91 and 92 vintage. Up until then, wine was just a beverage he enjoyed; soon thereafter George left his job as a Wall Street bond trader, and headed west to Sonoma to devote his life to making wine. According to George, his first move was to beg for a job to be a cellar rat at Williams Selyem, only to be told he was twice as old as the other cellar rats. Eventually, he convinced the winemaker with his enthusiasm and was kept around at Williams Selyem winery from 1999 to 2002. George then left to start his own project, selecting prime vineyard sites in the heart of the Russian River Valley. Although each vineyard is within close proximity to each other, each presents a unique expression of Pinot Noir and comprises each single vineyard George wine. George spends a lot of time in the vineyards and nudges farmers in order to get grapes with desired acidity and ripeness, but George's job is getting the grapes to bottle "gently and efficiently." The end goal in this process is not to please the preferences of journalists but rather to make wine he likes to drink and to please his restaurant consumers and mailing list customers. He explains that almost every day he gets emails from strangers who have taken the time to email him to tell him about the pleasure they had consuming his wine. George sums it up by stating simply, "That's why I make wine."

Viti/Vini The Martinelli family has been growing apples and grapes in the Russian River Valley since 1896. In 1993, the vineyard was re-planted to the specifications of the Martinelli's former winemaker, Helen Turley and her influence remains. The farming is done by Lee Martinelli Sr and his two sons and George has been buying their coveted grapes since 2004. The grapes are picked according to George's preference in September and he makes sure the grapes are in perfect condition when he gets them. The wine is fermented for 10-12 days with Williams Selyem yeast. The wine remains untouched for 11 months until bottling and is aged in mostly new Francois Freres barrels. Due to evaporation, the barrels are topped up with wine every month or so. SO2 is used as a preservative in the smallest amounts possible. No fining or filtration.