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



*Bottle of 'wow' can amaze or offend:
depends how uptight you are!*

conceptual doppelgänger



Like most things in life, one never really gets close enough to truly understand that we don't really understand anything about that object. We create realities that correspond with what we see, hear, know, smell – but we neglect to realize how pitifully inept we really are at divining the truth at the molecular level: the REAL truth! Probably for the better for most things, but when it comes to raspberries, the closer you get, the more fascinating things get. The Hansen vineyard's dirt holds some molecular truths about the misunderstood raspberry. Don't you want to know?

Winemaker George Levkoff
Region Russian River Valley
Age of Vines 20-30 years old
Soil Goldridge loam soil with large amounts of clay
Grapes 3/4 Pommard clone of and 1/4 Dijon clone of pinot noir
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 Fred Hansen has lived on the property most of his life where he now has a 10-15 acre vineyard and an adjacent dairy farm. His children play in the vineyard, and he uses the smallest amount of manmade chemicals as possible. 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.

