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GEORGE WINE COMPANY
MARTAELLA AND KING VINEYARDS
PINOT NOIR 2008



*Sister vineyards in fishnets
 redefine soil contribution as
 sexxoir.*

conceptual doppelgänger



All round and shiny and dark and sexy – the “Black Cherry” custom coupé shows a dedication to craft and an addiction to succulence – even in a car! We’re all orally fixated on some level and black cherry as a fruit and color evokes sensuality. There’s nothing quite like a perfect black cherry paint job to draw forth lustfulness. Ingesting same can only lead to bad good things. Limited availability only heightens longing.

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 Pommard Pinot Noir clone

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 Martaella and King Vineyards are adjacent properties in the Russian River Valley. Usually they are bottled separately, but due to small crop quantities in 2008 the two vineyards were combined. Both vineyards use the same Pommard Pinot Noir clone and the fruit is farmed meticulously. 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.

