



WHERE
NEW
ZEALAND

WHAT
RED

WHEN
SPECIAL
OCCASIONS
(MAKE THEM
UP)

PYRAMID VALLEY EARTH SMOKE PINOT NOIR (HOME COLLECTION)

From grapes grown on what must be a flat volcano that is about to erupt and spew forth blood.

PYRAMID VALLEY VINEYARDS

WINEMAKER Mike Weersing

REGION Canterbury

GRAPE VARIETY Pinot Noir

SOIL Clay & limestone

AGE OF VINES Planted 1999

PRODUCTION 2,000 bottles



CONCEPTUAL DOPPELGÄNGER

This is where we create a clever association. But thanks to the dark eggheads at Pyramid (hello illuminati!!) vineyards, my services are rendered useless. I'm left to babble on top of their already Homeric tropes about their own flipping awesome wines. OK, let's try this: it's called Earth Smoke, and my job is find its inspiration. Duh. It's GD earth smoke! What you've never been to New Zealand? Yeah, you can go into these mysterious valleys

and specially trained Maoris will (for \$1000 US, cash) take you to ancient venting holes where you can literally snort earth smoke. String Theory will seem pedantic compared to the mind-bending view of universal truths that will crash into your cerebral cortex whence a sniff. Earth Smoke be no joke! You've been warned.

VITI/VINI

Ungrafted vines, farmed organically and biodynamically from the outset. Hand destemmed, with a little bit of foot crushing, then fermentation on skins for 27 days, settled also for a lunar cycle, then pressed and transferred to barrel, all French, and none new. All of their wines are fermented with their own yeast starters, cultured every year, from the vineyard itself. If wine is meant to be the bottled breath of a certain place, from a certain moment in time, Mike feels that working with yeasts from that site, of that season, is an important step towards transparency and authenticity. Their cultures allow very long, very regular ferments: most of their whites ferment for more than a year. During this time, the wine is protected, so no sulphur is necessary. After so long a ferment, the wine is stable: thus most of our wines are bottled unfiltered, again with little or no sulphur.

PRODUCER

Wine to Mike and Claudia Weersing is a genie, genius loci; their job is to coax it from its rock to bottle. Every gesture they make, in vineyard and winery, is a summons to this spirit of place. Biodynamics, hand-based viticulture, low yields, natural winemaking- these are some of their tools. Each wine is allowed to flower as it wishes. At home they've sponsored a marriage of clay-limestone soils to Pinot Noir and Chardonnay, hoping to bring to the wine world a special, new place-voice. 2.2 hectares of Pinot Noir and Chardonnay have been planted to 4 separate blocks, on clay-limestone soils on scarp slopes, at a density of 10,000-12,000 vines per hectare. The vineyard has been biodynamically managed from inception. The differences you can taste reflect the soil and climatic differences between each block, which is never more than 400 meters at most. The blocks themselves were named by Claudia after the weed varieties predominant in each, which also reflect the different soil. The Earth Smoke is heavier clay, with a denser, wild, gamey outcome.

