



WHERE
USA

WHAT
RED

WHEN
PROBLEM SOLVING
(MEDIUM DIFFICULTY)

OCCAM'S RAZOR

Perfect red blend when you can't afford Rasa

WINEMAKER Billo Naravane

REGION Columbia Valley

GRAPE VARIETY Syrah & Cabernet Sauvignon (small amounts of Sangiovese, Malbec and Merlot)

SOIL Mainly loess over basalt

AGE OF VINES Planted 1987-2007

PRODUCTION 30,000 bottles



CONCEPTUAL DOPPELGÄNGER

One would think William Ockham is the clear inspiration for this wine. His bastardized name and problem solving methodology is used to intimate a process that is part and parcel to naturally delicious wines. However, I same damn the obvious. Let's dig in a little, shall we? Clearly the winemakers

were attempting to utilize the manifesto of Gene Simmons and his bandmates in Kiss: big bold sounds coupled with catchy hooks, performed in tasteful makeup and costumes. It was the ultimate mashup of music and theater - so much so that many see them as the inventors of musical theater (Ira Gershwin who?). One more step down, if you will: KISS is an acronym that is commonly used to refer to Keep It Simple Stupid - the band believed this and I'm pretty sure Occam's Razor, the idea and the winery live by this elemental credo as well. Sip this wine while releasing the outlandish and find the truth right where it's supposed to be: right in front of you.

VITI VINI Sourced from some of the finest sustainably farmed vineyards in the Yakima Valley, Red Mountain, Walla Walla and Columbia Valley. Harvest is by hand. Pre-fermentation maceration for about 6 days. Native fermentation for 75% of the blend. 25% whole cluster to add structure. Post fermentation maceration for 3 days. Punch downs by hand twice daily. All individual wine components, including free run and press fractions were kept separate until final blending. Matured in 20% new French oak and 80% neutral French oak for 30 months. Unfined and very lightly filtered to capture any remaining lees.

PRODUCER The Naravane brothers, Makrand (Pinto) and Yashodhan (Billo) were born in India and came to the United States in 1974, when they were 7 and 5. Both parents worked to establish themselves economically and in the community. The brothers learned many lessons from these experiences and most profoundly, the importance of hard work and following your heart. In 2007, the brothers formed Rasa Vineyards. Rasa is Sanskrit for 'essence' and 'juice'. The word encapsulates the brothers' heritage and winemaking philosophy, which is rooted in maximizing the most authentic expression of terroir. Prior to following

their passion for wine, life was centered around the Computer Industry. Lucky for them (and us) they made the move, though the qualities that served them in the tech industry, namely an attention to detail, and a high level of organization and thoughtfulness, continue to serve them today. Their 28-acre estate, 9 of which are planted to Syrah as of 2016, is located in the newly established Rocks District of Walla Walla. They are also fortunate enough to source fruit from the very best and many of the oldest vineyards in the region, specifically DuBrul, Monette and Kiona Vineyards. Practices in the vineyard and winery are minimal and intended to reveal the character of the site.

