

# PINOT — FOR THE — PEOPLE

In 2002 Mark West took up a challenge, a quest, a lofty goal...to make an affordable and delicious Pinot Noir that would become America's favorite. Nine years later, folks are saying we're there. Our Pinot is poured in national restaurants, local bistros, hotel bars and even some sporting arenas. It is sold down the street at your local stores and gourmet places alike. Best of all, when we see you out at tastings, you tell us how much you like our wines and that you serve it frequently to friends and family. And so we say to all of you who helped us get here...thank you.

## TERRITORY

Like many people, Pinot Noir grapes like being close to large bodies of water, especially the Pacific Ocean. The cooler areas along California's coast enjoy warm days, followed by cool nights that help to develop rich flavors, complexity and maintain low acid levels. Our Winemaker Alex Cose selects mostly Central Coast fruit from Monterey and Santa Barbara. He also blends in some vineyards from Mendocino, Sonoma County and Lodi to round out the blend.

## STRATEGY

Grapes are harvested, cold soaked and then fermented in stainless steel tanks before aging in French oak for 8-10 months. Alex also blends in a small amount of wine from our higher priced Pinots to lift the overall quality by adding additional layers of flavors and richness. The 2010 contains Pinot Noir from the famed Santa Lucia Highlands (5%) and Napa/Sonoma Carneros (3%).

## VICTORY

Great grapes (where it all starts) and Alex's wine-making talents resulted in a wine that enjoys enticing aromas of dark berries including boysenberries and raspberries. There's a sweet entry of brown sugar and molasses followed by a bit of orange zest and coriander. The core of the wine tastes of fleshy plums with a spicy note of cardamom from oak aging. Reminiscent of our early Edna Valley Pinots, this medium weight wine is silky smooth but with a solid fruit center. Our favorite food pairings include marguerita pizza, sweet potato fries and Thanksgiving with all of the fixings.

**"WHAT A GREAT RIDE IT'S BEEN"**

**ALEX COSE,  
WINEMAKER**

## MARK WEST

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