



The most awarded California winery using organically grown grapes.

2012 Hi-Rollr Red

Mendocino County, Yorkville Highlands

- ◆ 100% from vineyards in southern Mendocino County certified organic by CCOF
- ◆ 65% Zinfandel & 35% Malbec
- ◆ 17 months in seasoned oak barrels
- ◆ Technical Notes:
 - Alcohol: 13.0%
 - Total Acidity: 7.1 g/L; pH: 3.36
 - RS: Dry
 - Free sulfites at bottling: 30 parts per million. Total: 84 ppm
- ◆ Fewer than 900 cases produced

Vineyards – Organic Grapes

This vintage contains old vine Zin from the Ukiah Valley plus Malbec from our Rennie Organic Vineyard, which was planted in 1990. It rests on benchlands at about 1,000 ft. elevation with a southern exposure.

Winemaker Notes

This is our seventh vintage of the wine named using a local term. Each vintage we've spent numerous mornings in blind tasting sessions trying countless options to create an interesting blend. Our objective has always been to produce an accessible everyday house wine at an attractive price. A "Tuesday Night Wine," an easy drinkin' wine that goes with just about everything, if you will. On the palate it is a lively wine with rich flavors of cherries, boysenberries and warm spices, all backed with bright acidity and a satisfying finish. This comes together to create a real crowd pleaser. And ironically, one need not be a Hi-Rollr to drink this wine often...

Why Hi-Rollr ?

Hi-Rollr is a term coined in about 1900 by speakers of Boontling, (the name is a combination of "Boonville," our nearest town about 10 miles away and "lingo") spoken by residents of Mendocino's Anderson Valley. It refers to the folks living in the hills of Yorkville, who apparently would roll up their pant legs of their overalls while crossing muddy streams and then forget to roll them back down before arriving at the bustling town of Boonville for the Saturday night dinner and dance. Locals pointed and laughed and the name stuck. Boontling briefly enjoyed a national audience in the mid-1970s when a Boontling speaker was a regular guest on the The Tonight Show. Because Boontling is a spoken language, rather than a written one, spellings of words vary greatly.

