



*The most awarded California winery using organically grown grapes.*

## 2010 Hi-Rollr Red

Our Rennie Organic Vineyard, Yorkville Highlands

- ◆ 100% Estate grown grapes from our certified organic vineyard in southern Mendocino County
- ◆ 38% Merlot, 27% Malbec, 11% Cabernet Franc, and 4% Petit Verdot
- ◆ 20 months in seasoned French oak
- ◆ Technical Notes:
  - Alcohol: 13.0%
  - Total Acidity: 7.6 g/L
  - pH: 3.45
  - RS: 0.1%
  - Free sulfites at bottling: 35ppm. Total: 99 parts per million
- ◆ Less than 800 cases produced

### Estate Vineyard

Our Rennie Organic Vineyard was planted in 1990. It features a split canopy, quadrilateral cordon with a 9' x 6' spacing. It rests on benchlands at about 1,000 ft. elevation with a southern exposure.

### Winemaker Notes

Our objective was 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. Merlot and Malbec were chosen as the basis of the blend as they are juicy and offer dark berry and plummy fruit flavors. 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 steams 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.

