



2005  
**BIG FAT PINK SHIRAZ**  
*Santa Ynez Valley*

**Winemaker's Notes:**

The idea for this wine came to me like a lot of my ideas come to me in this business. Basically, if something ain't working, you got'a fix it. Well, in this case the machine that was broken was Syrah, red Syrah. Don't get me wrong; we make great Syrah. I am very proud of the all the wines we have dubbed over the years as *Black Label Cuvee*. In the minds of some of my customers, these have no doubt been some of their favorite wines. My problem: what sounded good a few years ago, namely producing 5,000 cases per year of red Syrah, has turned out to be about 4,000 cases too many. All of a sudden there is an ocean of Syrah in our domestic wine market, and a lot of it is pretty good. Enough so, that when a guy like me makes 5,000 cases, it is looked upon like a drop in that ocean, and it can become very hard to sell. Not being one to force the distribution of anything, I started thinking about alternatives.

So there I was last Fall standing on the crush pad almost dreading the sight of a 60 ton delivery of some of the most beautiful Syrah I had ever seen. Once again, I was looking at the kind of raw materials that would make a huge red wine. "Huge" I thought. "Hmmm." The grapes were very ripe, too ripe for a rosé...or were they? What if I *did* make the stuff into a rosé? That would certainly be a big pink wine.

Then I started to think about our culture in general. American's like things big: big cars, big trophies, big cheeseburgers, etc. There's a reason the folk's at MacDonald's ask you if you want to super-size it. I began to wonder if Greeks have big fat weddings in Greece, or is it just a Greco-American phenomenon. Big Fat Greek Wedding. "Hmmm, Big Fat Pink Syrah... No, sounds better as Big Fat Pink Shiraz. Got it!"

Then I turned my creative wife Lisa loose on the label. She's in the clothing business. "Polka dots are happening right now in fashion," she said. A couple weeks later, they were happening on the label of our first rosé styled wine.

How's the wine? It's big. About as big as any pink wine I've had in a while. The nose gushes with fruit. I suspect it will go with a number of foods. I can certainly imagine it with a piece of salmon and definitely a big fat hearty Cioppino.

Bryan

**Technical Notes:**

**VARIETAL COMPOSITION:**

89% Syrah, Estelle Vineyard, Happy Canyon, Santa Ynez Valley

11% Cabernet Franc, Terra Alta Vineyard, Santa Ynez Valley

**VINIFICATION:**

100% Stainless Fermentation; 5% Malolactic Fermentation

pH: 3.37      TA:7.5 g/L      RESIDUAL SUGAR: Dry      ALCOHOL: 14 %

BOTTLING DATE: February 14, 2006

RELEASE DATE: March 1<sup>st</sup>, 2006

TOTAL PRODUCTION: 1876 cases 750ml.