

# VIÑAS 3

## *2016 Row Eleven Pinot Noir*

# INCREASE PROFITS

# with a Pinot Noir that Overdelivers vs the Competition



To make a Pinot Noir wine that is complex, rich and true to the varietal, we select and blend specific Pinot Noir clones from the best Pinot vineyards and appellations in California.

# VIÑAS 3 *is all about the threes:*

- # 3

  - Three Appellations
  - Three Vineyards
  - Three Clones
  - Three Sizes



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100% Pinot Noir delivers cherry fruit, earthiness, spice, and acidity

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Without the sweetness and heaviness of Pinot Noir/Syrah blends, your customers will order a second glass or bottle

Sourced from the best fruit from specific rows in three renowned vineyards,  
in three top California appellations

Offer Pinot Noir blended from top appellations at the same price as Pinot Noir sourced from anywhere in California

Crafted from three Pinot clones: Dijon, Martini, and Pommard

Consistency from vintage to vintage, since 2006

Wines crushed thirty minutes from the vineyard by one of the most experienced  
winemakers in California

Offer a Pinot with complex, lingering flavors vs. wine made by committee.

Three sizes: 375 ml, 750 ml and 19.5 l kegs

Flexibility and freshness for your WBTG program.

## *Our Story:*

Row Eleven is unique because it delivers all the features of a premium estate winery, including top appellations, famous vineyards, selection of specific rows, 100% varietal, single winemaker, French oak (never new), and vintage consistency at a price point equal to Pinot Noir/Syrah blends sourced from anywhere in California.

We found years ago that the eleventh row in one of our favorite vineyards was the very best. And so, the name Row Eleven... today, that simply means we select the best vines from each vineyard.

Our winemaker Richard de los Reyes is one of the most experienced in California. His knowledge of the best soils and vineyards in California is what make our wines unique. We harvest grapes from California's finest vineyards in Santa Maria, the Russian River Valley and the Napa Valley.

All the vineyards are sustainably grown. Each vineyard brings its own distinct flavors and characteristics. We prefer Pinot Noir wine made from multiple clones and we use multiple vineyards to make wine that is as complex as it is rich, delicious and special. Our multiple generation growers are considered the experts in their appellations.

*If Pinot Noir is all you do, then it better be good.*



Appellations	Clones	Winemaking	Oak	pH	TA	Alc	Sweetness	Average Brix at Harvest
Russian River, Santa Maria, and Napa Valley	Dijon, Martini, and Pommard	Cold soaked for five days. Fermented at 70 degrees	Medium toast French oak	3.6	0.60	13.9	Dry	24

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Desde 1835  
Familia de Vino

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