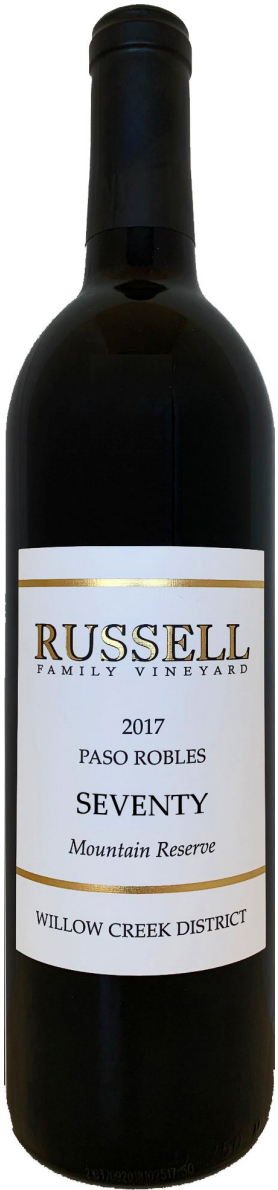


Seventy 2017 Reserve



Our new wine creation “Seventy” was born from a once in a 20-year event. Our Cabernet Sauvignon, Cabernet Franc, and Petit Verdot all ripened at the same time and were picked on the same day. For example, in 2018 we picked Cabernet Sauvignon on 10/11, Cabernet Franc on 10/26, and Petit Verdot 11/2. This is a more normal ripening schedule. Because the three grapes were all ripe on the same day in 2017, it allowed us to co-ferment all three grapes together in the same tank. This may never happen again. After only a few days into fermentation, we knew this wine would be extraordinary. The name Seventy is to commemorate Erich Russell turning 70 in 2017! It is highly doubtful this will ever be produced again using this co-fermentation technique.

GRAPES: 65% Cabernet Sauvignon—19% Cabernet Franc—16% Petit Verdot

VINEYARD AND TERRAIN: The grapes are all from our reserve Live Oak vineyard in the Willow Creek District. This vineyard has extreme limestone soil, with the free lime ranging from 21% to 42%. The temperature is moderated by the cool afternoon breeze right off the ocean which is less than 20 miles west of our vineyard. Additionally, a canyon runs through the hills alongside our vineyard to the ocean as it’s located right off Highway 46 West at between 1600 to 1800 feet. It is not uncommon for us to be 80 to 90 degrees at the height of the day, 60-70 degrees by 6:00 p.m. and in the 40's at night. This extreme cooling allows us to keep our wines all natural without ever adding anything artificial, such as acid as most California wineries do. The vines are on a South slope with 2200 vines per acre planted meter by 2-meters. In addition to the limestone, the soil is very rocky and the vineyard is steep and hilly.

VINIFICATION: The grapes were immediately crushed to a stainless steel tank and chilled to 40 degrees to retain all the fruit character. The grapes were kept at 40 degrees for 15 days of cold soaking to extract all the Cabernet Sauvignon characteristics so many Cabernet connoisseurs' desire. During the cold soaking phase, Erich pumped over the grapes once a day to keep the top of the tank of grapes wet and to further extract flavor. After 15 days the grapes were yeasted. After yeasting, the grapes were pumped over up to five times a day to push the cap back into the juice to further extract color and flavor. After fermentation, the grapes were kept on the skins for another three weeks of extended Maceration. The wine was finally pressed on Nov 14th, 2017 after spending 40 days on the skins.

BARREL AGING: To further enhance this remarkable wine, Erich ordered six very special barrels from our French cooper in which to age the wine. The barrels were produced from the pink wood at the heart of the oak tree, called “Heartwood.” This “pink oak” is considered to be the finest in the industry. They are entirely hand-made from splitting the staves, to the assembly of the barrel, and only 300 can be made a year. These six barrels are the total production of Seventy. The wine was aged 19 months in the pink oak.

BOTTLING: The 2017 Seventy produced just over 3 pallets (148 cases), and 24 bottles of Magnums. The wine was bottled on June 24th, 2019 and is 100% natural with nothing artificial added—no acid additions, nothing for color, and nothing to enhance the flavor.

ANALYSIS: Alcohol—15.9 % PH— 3.65 TA—0.63

TASTING NOTES: Hold on for an amazing taste experience! Our “Seventy” Cabernet Sauvignon blend leaps from the glass with gorgeous floral notes of red roses and lilacs over a core of black and red cherries, crushed black currants and baking spices. The voluptuous, rounded, soft and sexy fruit slinks across the palate with incredible seamlessness and expression. Make no mistake, it is full-bodied and decadently powerful, but with a myriad of aromatic nuances, finishing long, layered and boldly perfumed.