

# ALIAS

## ALIAS PINOT NOIR 2020 CALIFORNIA AVA

### RESIST INDUSTRIAL WINES

After years spent toiling away in the bowels of the wine industrial complex, we escaped in 2007 with our love of wine still intact. We got to see 'how the sausage was made' at the giant corporations - in the cellars, in the streets, and in the boardrooms. Our goal has been to make honest wines that offer great value without the industrial trickery needed to make millions of cases. Wine crafted from grape to glass, true to varietal character and expressive of California's bold style. A cure for industrial wines...and just in case the corporate powers came after us we took on an ALIAS.

### TASTING NOTES

Our Pinot Noir depends heavily on estate vineyards in Monterey County, but wildfires in 2020 erupted in September and we lost a good bit of fruit to smoke taint that year. Luckily, we were able to rely on vineyards in Santa Barbara and Lodi Counties to fill the gap. While smoke taint was not immediately apparent, we feared that smoke related flavors would develop over time, so we stayed cautious. The fruit that was unaffected was very high quality and benefited from cooler climates and lower yields.

The 2020 Alias California Pinot Noir is one of the wines we are most proud to make. We stay committed to keeping the wine 100% Pinot Noir from California, as it is so difficult to find another Pinot Noir at this price point that is not blended down and bulked up with juicier varietals or additives. Alias has great red fruit and Bing cherry flavors that are fresh and lively on the palate. The spice and pepper notes from Monterey balance well with earthier notes from inland vineyards. A hint of black tea leaves, wet stones, and dark chocolate balance well with good acidity and mouthfeel. This is early Meg Ryan before the plastic surgery began, light and lively, genuine and enjoyable. A solid bottle of real Pinot Noir without any surgery.

### TECHNICAL DETAILS

**COMPOSITION:** 100% Pinot Noir

**ALC/VOL:** 13.5%

**APPELLATION:** California



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