



2010 Pirate TreasuRed **Winemaker Notes/Fact Sheet**

Pirate TreasuRed returns for its 4th swashbuckling vintage, the 2010. There's no reason you can't have a bit of fun with high quality wine and, trust me, we did! I make wine from a number of different varieties each year to be able to have more blending options. (It's a bit like adding more colors to your palette if you are an artist.) The first year I worked on this wine (07) the result was not what I expected, but something even better. The blend I came up with was so delicious that an entirely new wine was born. Because the original blend used seven varietals, the 'treasure of the seven seas' idea was a natural and so was the Pirate name. Each year the blend percentages change slightly depending on the vintage but the 2010 once again has seven varietals; Syrah, Cabernet Sauvignon, Merlot, Grenache, Petit Verdot, Cabernet Franc, and Petite Sirah. As you can imagine, it's a pretty big, black, raucous blend, completely mouth filling and bold, yet made with finesse. It's actually quite a serious wine but with fun packaging.

Just the Facts:

Harvest Dates – Oct 15, 18, 20, 21, and 27, 2010

Blend of 7 varietals: Syrah, Cabernet Sauvignon, Grenache, Merlot, Petit Verdot, Cabernet Franc, and Petite Sirah

Some Chemistry- 14.6% alc. T.A. 0.63, pH 3.82

100% French oak barrels, 40% new, 22 months in barrel, variety of coopers

Bottling date: June 25, 2012

Release date: March 1, 2013

Production: 1414 6-packs and 25 cases of magnums

Tasting Notes (tasted 03/28/13 by HPB)

Dark black raspberry in color with enticing aromas of ripe fruit, black cherry, plum, smoked meats, caramel and a hint of coffee and cedar. Cab-like yet different with a lifted Grenache note. Very layered in both aromatics and the flavor profile. Big, rich, and mouth-coating, this wine has it all. With seven grape varieties contributing to the overall blend, it has gobs of fruit, power, structure, balance, and length. Tannins are lightly dusty and will further soften with additional bottle time. Drink up all ye pirates! Destined to be a classic vintage. Ahoy!

Pirate TreasuRed arrives properly in a six bottle wine case printed to look like a treasure chest. The glass bottles resemble rum bottles. We used an old map of Napa Valley for the treasure map label but on our map Napa Valley floats like an island. Where X marks the spot is my house in Calistoga. Mermaid cove is marked with our La Sirena mermaid. I won't give all the fun of the back label away but, it's in "Pirate speak" and begins with, "Avast ye salty bilge rats!" You will undoubtedly love reading it aloud in your best pirate accent. And, when you toast with your friends the appropriate toast is "ARRRRGH!" I hope you enjoy drinking this wine as much as I enjoy making it.

Our production at La Sirena is always small, focusing on fine wines of purity and excellence, the best that can be made. Wishing you all best!

Heidi Peterson Barrett
Winemaker/Proprietress, La Sirena

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