

# LUCKY ROCK

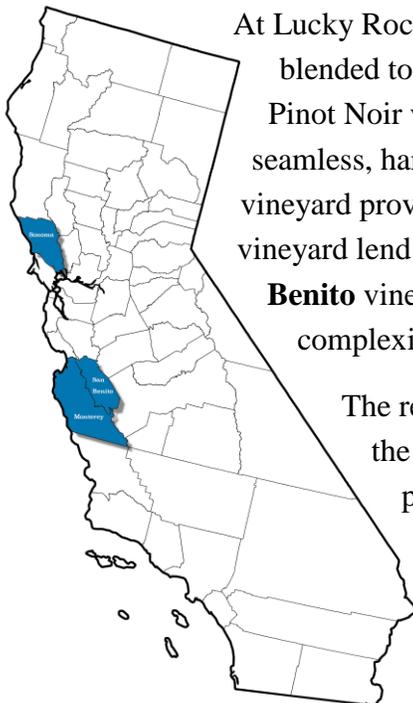
WINE CO.

## THE NUMBER 3

### A TRINITY OF PINOT NOIR VINEYARDS

The number 3 is one of those numbers that resonate with us humans. Think about it. Of course, there is the whole holy trinity stuff and similar variations in Greek, Norse, and Egyptian beliefs. But more so, think Sublime, Run-D.M.C., and Beastie Boys. Or Claude Monet's breathtaking triptych *Reflections of Clouds on the Water-Lily Pond* and Mark Rothko's moody *Central Triptych in the Rothko Chapel*. Three *Dark Knight* movies. Three Stooges. American Pharoah's Triple Crown. Shawn White's Winter X Games three-peat in the SuperPipe. The *Rule of Three* extends well beyond art, writing, and photography in our culture and society, and frequently, like those examples above, results in the formula:  $1 + 1 + 1 > 3$ .

In vineyards, *where* and *what* matter a great deal. Without getting all viticultural about it, the quality and flavor of grapes are heavily influenced by *where* the vineyard is due to its specific terrain, soil, and weather ← another threesome FYI. *Where* influences *what* grapevines (i.e., what variety and what clones) should be planted in a vineyard. In certain locations Pinot Noir excels, in other regions Sauvignon Blanc shines, and on. Yeah there is a lot more science-y stuff to it, but this is the essence of what is important.



At Lucky Rock Wine Co., our philosophical approach is that the sum of vineyards blended together can be greater than the parts alone. We have found three incredible Pinot Noir vineyards that almost magically blend together in the bottle to create a seamless, harmonious, delicious whole. Our *Rule of Three* is thus: our **Sonoma** vineyard provides opulent fruit and earth components. Grapes from our **Monterey** vineyard lend bright acidity and high-toned red fruits. And the fruit from our **San Benito** vineyard gifts our Lucky Rock Pinot Noir with finesse, body, and more complexity.

The result is Lucky Rock County Cuvée Pinot Noir. That's why the label lists the three counties with the best damn vineyards we've found. It isn't pretending to be some swanky, expensive French Grand Cru Burgundy, but those vineyards, with a bit of our help in the winery, make a wine that is far more worthy (and a *whole* lot less pricey) for watching the *Dark Knight* movies, cheering Triple Crown winners, or illin' to the Beastie Boys! Have a glass – or 3.