

LUCKY ROCK

WINE CO.

THE SUM OF ALL VINES

YET ANOTHER MUSIC METAPHOR FOR WINE

Writers use music as an easy metaphor for wine, waxing melodious about a symphony of flavors, blah blah. But the only time we listen to a symphony is when it's a sample in a rap. And it turns out that rap is a pretty good metaphor for how *we* think about wine. We think about vineyards and wine like a DJ thinks about samples and composition: whatever makes it good. Whether that is cutting in a dozen different samples or laying down one monster track to get the job done, it's the same when we pick our vineyards for our wines: if it makes a wine better, toss it in, otherwise leave it alone.

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. *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 or Cabernet Sauvignon shines, and on. Some blather about “terroir” 😊 but we're essentially talking about micro-regions. Yeah there is a lot more science-y stuff to it, but this is the essence of what is important. Too many wineries get all hung up on The Vineyard as the be-all/end-all, forgetting that where it is from is only important if it's making what's in the bottle good.

At Lucky Rock Wine Co., the name of the vineyard or the valley isn't important, it's whether it makes a better wine – solo or blended. We find incredible Pinot Noir vineyards that almost magically blend together in the bottle to create a seamless, harmonious, delicious whole. Our Sauvignon Blanc is one monster groove from a single vineyard. Each vineyard is chosen for some specific quality in the grapes – a certain flavor, some pop of acid, a select smell. We mix when it serves the taste buds, and don't when it rhymes on its own.

The vineyards are in the service of our Lucky Rock County Cuvée Pinot Noir and Sauvignon Blanc. That's why our labels list the counties with the best damn vineyards we've found, whether it be one or several. Our wines aren't pretending to be some swanky, expensive French Grand Cru Burgundy or Bordeaux Blanc, but those vineyards, with a bit of our help in the winery, make wines that are just as worthy (and a *whole* lot less pricey) for throwing down with Beethoven or bumping Kendrick.

