

# SEVEN OF HEARTS

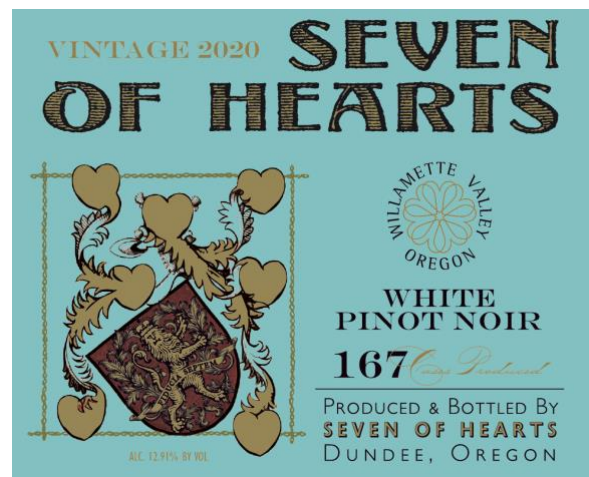
Seven of Hearts is about exploring different vineyards, appellations, and varietals: cool-climate varietals from the Willamette Valley and warm-weather varietals from the Columbia Valley, Oregon and Washington.

Using traditional winemaking methods, our goal is to produce sincere wines of purity, complexity, and character. We partner with growers who primarily farm organic and sustainably, and who are stewards of their land and vines, providing the attention to details that produce great fruit and capture the best qualities of each vintage.

The label on the bottle, with its neo-classical elements, symbolizes our passion for wines in the old-world tradition that reflect where they are from and the conditions under which they were grown.

## LUMINOUS HILLS

Under our estate label, Luminous Hills, we produce Pinot noirs that are specific to a distinct place in the southwest corner of the Yamhill-Carlton AVA with a unique combination of aspects, two diverse and well-delineated soils, dramatic elevation changes, and carefully matched Pinot noir clones and rootstocks to each block of the vineyard. The wines produced from Luminous Hills capture the broad expression of the entire vineyard in the “*silver label*”, the southwest aspect with emphasis on lower elevation sedimentary soil in the *Lux*, and the southeast aspect, higher elevation and volcanic soils in the *Astra*.



## 2020 WHITE PINOT NOIR

Willamette Valley

Suggested Retail Price: \$24

Cases Produced: 167

Clones: 58% Pommard, 42% 115

Source: Luminous Hills Vineyard, Yamhill-Carlton

Soils: Willakenzie Sedimentary

Harvest Date: October 6<sup>th</sup> & 7<sup>th</sup>, 2020

Cooperage: 100 % Neutral French Oak

Alcohol: 12.91%

pH: 3.25

TA: 7.56

Our first White Pinot Noir was the child of opportunity based on the conditions in 2020. In hindsight, it is an opportunity that should have been explored earlier. White Pinot Noir differentiates itself from regular Pinot Noir by being pressed first and then fermented, whereas regular Pinot Noir is fermented on the skins. If it sounds a lot like the process for Rosé, it is, but there are differences, primarily in the degree to which the fruit is pressed in order to prevent extracting too much color, but that means a much lower yield and a much more expensive process. The differences do not end there – even with a light press, there is still color to address and that requires the careful selection of a yeast strain to further reduce color. Another key treatment is the addition of Chardonnay lees which draws off the last bit of color while adding texture. And finally, time in barrel – a full year – imparts additional texture and complexity. While in some ways this is a wine similar to Chardonnay, it is distinct in and of itself with a unique floral character while still exhibiting echoes of Pinot Noir.

### SEVEN OF HEARTS WINE

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