



Rabble /'rabəl/

a disorderly mob, fueled by passion, pushing the public to think differently

2016 AMOR FATI PINOT NOIR

100% Pinot Noir

LABEL STORY: *Amor Fati translates in Latin to “the love of one’s fate.”*

Aggressive and engulfing, yet showcasing restrained balance on the palate; tannins are lush, round, unprecedented. Labels are sketch renditions of William Blake’s 1793 work “The Marriage Of Heaven and Hell.” Look deep into the symmetrical label to find a naked woman embracing the hand of a mermaid and a small child, all while riding a pink dragon. Drink more to see more.

VINEYARD: *Murmur Vineyard*

South facing sand slope, weathers 25° diurnal shifts, summer sun and bitter winds. Borders the most South Western portion of Santa Maria AVA, 12 miles from the Pacific Ocean. Dynamic varieties, clones, rootstock and innovative farming.

WINEMAKER’S TASTING NOTES:

Fantastic purity of raspberry, ripe strawberry and rhubarb with perfumed notes of rose petals and black tea. The palate opens with flavors of a multitude of red fruits and old fashioned red licorice while balanced with good tension and bright acidity. Chalky minerality rounds out this elegant wine and showcases the cool climate terroir of Murmur Vineyard.

DESIGNATION: AMOR FATI

VARIETY: PINOT NOIR

APPELLATION: SANTA MARIA VALLEY

ALCOHOL: 14.5%

PH: 3.62

TA: 6.4 g/L

COOPERAGE: 14 MONTHS IN 30% NEW FRENCH OAK

BOTTLE SIZE: 750ML **WEIGHT:** 4lb

PACK SIZE: 12 PACK **WEIGHT:** 45.5lb

PALLET CONFIGURATION: 44/PALLET, 11/LAYER **WEIGHT:** 2042lb

UPC: 858031006184



“And those who were seen dancing were thought to be insane by those who could not hear the music.”
