

early 70s at "Uncle Charles summer camp" UC Santa Cruz
iconic class of California came from the south: Santa Cruz/Barbara/Maria
unusually many winemakers went to uc santa cruz
got the idea of "make a world class pinot noir" when not much buzz about it
got involved with Rhone as a default as it likely i'll not make a great American pinot noir
original Bonny Doon vineyard planted to pinot noir, didnt work, pulled and planted Syrah instead and
Rousanne which turned out to be Marsanne
le cigare volant: CdP "cryptic"
experience: 15 years ago? irrigation was a topic for you - not irrigation which limits terrior expression when
no one was even thinking about it
just trying to make a long lasting contribution to the world - the holy grail is the vin de terrior -
discovering/revealing a terrior to the world is a gift to the world that transcends marketing etc
there used to be we are in the business just because we want to be part of it, nothing about the fortune,
somewhere along the line people started to make money in the business i think it really tainted the pure
impulse or the more altruistic part of the wine business but now its so much about money the stake is high cost
of entry is so high land/labor is expensive, people want to play it safe and make sure monetary return which
discourages risk taking
why being the circus clown? bringing back Malvasia Secco exotic to try out in california when you could have
bought a piece of land in spain/france/italy when you liked the wine?
actually its a rather late development - i first bought grapes other people grew, bought wine from Europe and
blended it but the initial Bonny Doon i planted what it was planted playing it safe
the curse of home ranch fruit - what if we pull out and grafted to the wrong vine and fail
having planted own vineyard and lost it to Pierce's disease is a traumatic event which prevented me from
replanting for a while

lamenting there's so much he'd like to accomplish but not able to
contra (more bulk wine, sold), naked wine (wine club?) - cheaper option?

Reserve wines:

ultimate objective: vin de terrior
interested in making long lasting wines
thinking about reduction: charging battery of wine for its life force to enable to persist for a long time, not
well understood in new world: extended reductive elevage

contribution of lees: textural - silky, enhance the silkiness, add to savorness, anti-oxidants
aging in glass demi-johns for a long period anaerobically
put in little tyfelong coated stir bars and use magnets to do battonage since you dont want to lift/shake/open
the bottle
works great on produces an unusual red wine reserve cigare volant with very different texture than normale,
and white wine thats out of the world
wines stay on lees, not racked, spend another 1-2 years in bottle, no filtration
the only i know who does something like this was emidio pepe
whose wine has quite unnatural longevity

blockbuster wine making idea!! to plant a vineyard with radical genetic diversity - every plant is different
identify which is best for super congruent with the site
create the vast prolificany
most offsprings will be less interesting the parents but with the sheer vastness/diversity it will allow you to
achieve something not possible before

another idea: potentially by deemphasizing you might allow soil characters to emerge ~Jean Michel Deiss
the grapes are most interesting as carriers of terrior not so much as varietal characteristics
or if the soil characteristics are strong/expressive enough maybe you dont have to sweat the varietal characters
too much
?big question of ripeness/when to pick: zobark/deiss
harvest when most seems to be ripe, hard to pick out when to pick grapes
i was told that if grapes are close enough together, grapes synchronize the ripening just like women menstrual
cycles
if you interplant varieties they talk to each other through pheromones
??peslin and sparna