

GIFFT

🎁 2012 ESTATE GROWN *Red Blend*

I tend to prefer white wines and find myself first reaching for Gifft Chardonnay. But I really wanted to work with the Scheid family to craft an easy-drinking red, one that pairs well with a wide variety of food but is also pleasing to drink all on its own. Our 2012 Gifft Red Blend was created to do just that. Coming up with the final blend, comprised of 6 different varietals, was like a wonderful experiment, with plenty of mixing, discussion, adjustments and lots and lots of tasting. The result is an oh-so-smooth and oh-so-flavorful red blend, with a core of red fruit that carries through from beginning to end. While it certainly falls in the category of “easy-drinking red”, the complexity, balance and lushness make it a wine for casual drinkers and serious wine-lovers alike.

Kathie Lee Gifford

Our 2012 vintage of Gifft Red Blend is comprised of 6 different varietals, blended to showcase the fully-integrated bright fruit character of each component. With aromas of blackberry and ripe plum and loads of black fruit on the palate, it exhibits a smooth, silky mouthfeel on a medium-bodied, soft round frame with a touch of vanilla and sweet oak.

🎁 VINEYARD

Our 2012 Red Blend is 100% estate grown and hails from the Scheid family's vineyards in Monterey County. The Monterey growing region is known for having the longest growing season in California due to the maritime influence of the Monterey Bay. The winds that sweep through the vineyards each day bring a natural cooling effect, allowing an extra two to four weeks of what winemakers call “hang time”. Increased hang time leads to more intense flavor development and an enhanced richness of the fruit.

🎁 WINEMAKING

The grapes were destemmed, crushed, and fermented in small lots in open top fermenters. To add complexity and retain character, each variety was fermented separately. During the blending process just prior to bottling, the proportion of each varietal was chosen to accentuate the richness of flavor and maximize depth, complexity, mouthfeel and finish. The addition of a small amount of Muscat Canelli and Gewürztraminer, which are white wine grapes, may seem a little odd but it is actually a common practice in red blends to bring out the mid-palate and enhance the fruitiness.



VARIETAL COMPOSITION: 53% Merlot, 17% Petite Sirah, 16% Syrah, 8% Cabernet Sauvignon, 4% Muscat Canelli, 2% Gewürztraminer

HARVEST DATES: Various dates from September 22 – October 29

HARVEST BRX: Average of 24.1°

APPELLATION: Monterey

ALCOHOL %: 13.5%

PH: 3.6

AGING: Mixture of French, American and Hungarian oak.

RETAIL: \$19.99