



THE CENTRAL COAST GROUP PROJECT (CCGP)
2013 “HEY, RUBEN...” SYRAH CUVÉE
BALLARD CANYON
(DOCUMENTARY SERIES)

this label is a screenshot of the actual, real time text sent to ruben -- famous vineyard manager, skilled farmer & in demand taco chef (among other admirable qualities) -- calling the pick that produced this very wine. earlier that day, ruben & i drove/walked/hiked around said vineyard, tasting grapes & talking about winemaking & life in the various blocks where fruit was still available. taking it all in, i imagined a blend in the field that would result in a totally unique and delicious wine. totally unique, because this blend would be entirely co-fermented and technically impossible to replicate. a one-off as well

because even if i endeavored the impossible, theoretically it would never be picked in the exact same way. each vintage offers something different & calls for a different blend to achieve maximum deliciousness. ornette coleman's jazz solos & david blaine's street magic are in the same family as blends in the field. when they're on, they are spectacular & you can't get your mind around how they even happened. this wine is definitely on.

TASTING NOTES BY ANTONIO GALLONI

"The 2013 Syrah Hey, Ruben... is a very unusual wine. Done with fully destemmed fruit from Stolpman, the 2013 is gracious, perfumed and nuanced, none qualities that I tend to associate with this Ballard Canyon site. Scott Sampler gave the wine 108 days on the skins, which is very, very long by any standard in any region in the world. Ripe in its first approach, and yet also remarkably fresh, the Hey, Ruben... is seriously quirky and intriguing. Dollops of Petite Sirah, Roussanne and Viognier round out the blend."

WINEMAKING

- 85% SYRAH/7.5% PETITE SIRAH/3.75% ROUSSANNE/3.75% VIOGNIER (CO-FERMENTED)
- 100% FIELD BLENDED
- 100% NATIVE/AMBIENT FERMENTATION
- 108 DAYS TOTAL MACERATION TIME
- ML COMPLETED ON THE SKINS
- AGED FOR 30 MONTHS IN 100% NEUTRAL FRENCH OAK PIÈCES {24 MONTHS ON THE GROSS LEES}
- 15.7% ALC./3.59 pH
- HAND BOTTLED VIA GRAVITY
- UNFINED/UNFILTERED
- 56 CASES (12/750ml) PRODUCED