2012
ERIK’S THE RED
PROPRIETARY RED WINE
CALIFORNIA
THE FINE ART OF FUN!

Frankie’s Notes
“Our 2012 Toad Hollow Erik’s the Red is named for the famous Norseman-sailor-conqueror, Erik the Red, as well as our very own General Manager, Erik Thorson! Aromas of dark berries and rose petals with spicy notes of cardamom lead to flavors of blackberries and black cherry with notes of cola. The palate is juicy and plush with robust fruit. Wow!”

Vintage
The 2012 growing season was fantastic and one of the best we have seen in many years. Warm temperatures during the day and cool night conditions, created wonderful cyclical temperature swings and the grapes ripened slowly and evenly. The wine is full of juicy fruit and is well balanced - we thank Mother Nature for smiling upon us this year!

Fermentation & Aging
Grapes were whole cluster picked, sorted and destemmed. After a five day cold soak the juice was fermented then gently pressed. When fermentation was complete, the wine was racked and put on oak for nine months.

Vineyards
This blend is sourced from a few select California vineyards where rich, well balanced red varietals rule! Our Syrah and Petite Sirah are from the Central Coast where cool climate vineyards create complexity and savory notes. Our Zinfandel is from Lodi vineyards where bud break is often several weeks earlier than other appellations creating fresh, concentrated berry flavors. Our Touriga Nacional is grown on the Sonoma side of Spring Mountain just below 2000 feet elevation on a dramatic hillside. Our Pinot Noir comes from low yielding vineyards in Napa Carneros.

Technical Data
Varietals: Syrah, Zinfandel, Petite Sirah, Touriga Nacional and Pinot Noir
Alcohol: 14.5%
TA: 0.53 g/100mL
pH: 3.90
RS: 0.15%
UPC: 711408630590
SRP: $13.99