

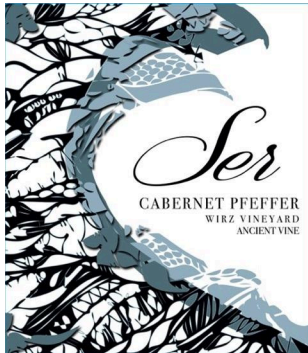


SER WIRZ VINEYARD CABERNET PFEFFER ANCIENT VINE

Nicole Walsh was Randall Grahm's general manager at Popelouchum, where Grahm undertook an ambitious 10,000 vines project to discover a true American match of vine and site; she was also a winemaker at Bonny Doon. In 2012 she began making her own wine under the Ser label. *Ser, to be* in Spanish, is her way of showcasing varietals and vineyard sources for which she has an affinity. Each of the vineyards is influenced by the Pacific—Nicole is an avid surfer and hence the unifying image of the wave on her label.

VINEYARD

- Site:** The Wirz Vineyard is located in the Cienega Valley in San Benito County in the foothills of the Gabilan Mountain Range perched 1,100 feet above sea level and 25 miles inland.
- Soil:** Decomposed granite and limestone soils.
- Vines:** Sourced from 101-year-old vines. Dry-farmed and head-trained.
- Varieties:** Cabernet Pfeffer, a rare grape variety.



CELLAR

- Vinification & Aging:** 100% destemmed, indigenous yeast, fermented and pressed to neutral French oak puncheons. Aged for 16 months before bottling.
- Profile:** Aromas of pomegranate and white pepper (*Pfeffer* means pepper in German). Delicate yet structured, complex red fruit with a long, juicy finish.
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