



RUBISSOW
NEXT GENERATION WINES

Mount Veeder, Napa Valley
www.rubissowwines.com
707-253-8605

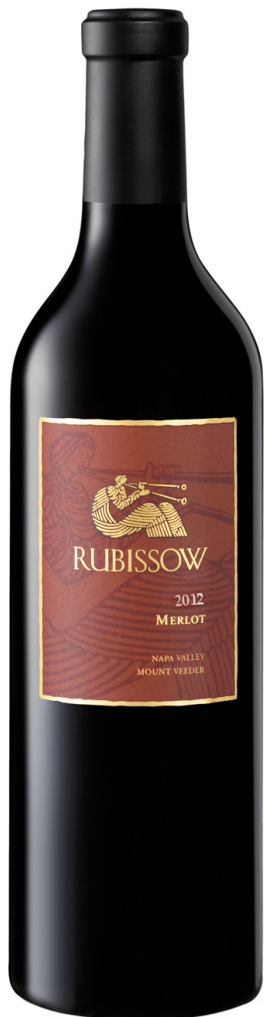
2012 MERLOT - MT. VEEDER

The 2012 growing season in Napa Valley was as close to perfect as a winegrower could hope for. A steady summer-long flow of baking warm days and cool foggy nights are the exact weather required to produce the best wines in Napa, and that's exactly what we got. Perfection!

What that translates to in bottle is rich, expressive fruit, stunning complexity and abundant aromatics. Year in year out, the Rubissow house style is focused on producing balanced, elegant wines handcrafted to express the best qualities of the vintage.

The 2012 Merlot is delicious! It carries supple, soft, cherry, cassis, caramel, blackberry, spice flavors, with modest body and a rich lingering finish. Aromatics show similar notes of cherries, spice and caramel.

Merlot can often be made in a super-ripe style that obscures the varietal complexity and rich subtleties of this splendid varietal. But at Rubissow, our mountainside Merlot vineyards produce exceptionally complex and distinctive Merlot, displaying qualities more in common with small-batch Cabernet Sauvignon than with the lush Merlot of the movies....



Honoring our deep roots in traditional Bordeaux-style winemaking, we typically blend in a small amount of complementary varietals from our estate to add grace and power to the wine. In this case, winemaker Timothy Milos blended 10% Rubissow 2012 Malbec with the '12 Merlot. in order to achieve elevated complexity and straight-up deliciousness. The results speak for themselves! Cheers friends.

RUBISSOW - 2012 MERLOT THE FACTS

Rubissow Vineyard - Mt. Veeder - Napa Valley

89.4 % Merlot, 10.6% Malbec

Unfined and unfiltered • 20 months in barrel.

56 cases made - 12/750
RELEASE DATE - Spring 2015

ALC. 14.5% • TA 5.1g/L • pH 3.59
Brix 25.7 • Maceration 22 days

WINERY FACTS

VINTNERS

Second generation

- Peter Rubissow
- Ariel Rubissow-Okamoto



WINEMAKER:

Timothy Milos



ANNUAL PRODUCTION:

- Estate Wines: 1500 cases.
- Lola Kay Wines: 4000 and growing

VINEYARD SOURCE:

Rubissow Vineyards
100% Mount Veeder
45 acre steep hillside estate.
18.5 acres planted.
100% sustainably farmed.

WINEMAKING STYLE:

Modern, bold, racy, rich and exceptionally complex.

BARRELS:

100% Premium French Chateau New Oak. St. Martin Bel Air, Boutes, Sylvain artisan atelier cooperage. 35% new.

