



VIRETON

WILLAMETTE VALLEY | OREGON

KEY FACTS

Aligned in latitude with Burgundy, the Willamette Valley is America's foremost growing region for cool-climate Pinot Noir.

Willamette Valley is the second AVA to be granted Protected Geographical Indication (PGI) status under EU law.



2020 PINOT NOIR

THE VIRETON PINOT NOIR WALKS BOLDLY INTO THE WILLAMETTE VALLEY AND RETURNS WITH THE UNEXPECTED, A KIND OF DOWN-TO-EARTH, EVERYDAY LEVEL OF LUXURY. NOT TETHERED TO ANY ONE VINEYARD SITE, THIS OUTGOING WINE INSTEAD REFLECTS THE MERITS OF AN ENTIRE REGION. IT'S A TESTAMENT TO THE POWER OF MULTIPLE VOICES WITHIN ONE STORIED REGION AND THE STRENGTH IN NUMBERS THAT FOLLOWS. IN WINE, JUST AS IN LIFE, IT'S THE MOST INTREPID WHO END UP THE MOST FULFILLING EXPERIENCES. THE VIRETON CELEBRATES AS MUCH, WHETHER YOU'RE TOASTING ANOTHER TUESDAY OR CELEBRATING SOMETHING MUCH BIGGER.

VINTAGE

The 2020 growing season began warmly in March before things went cool and damp in April, as they tend to do in the Willamette Valley. From July on, the vintage was decidedly hot and dry. In the vineyard, there were lower-than-average yields of concentrated clusters. Because we pick early to lock in freshness and acidity, we managed to pull much of the fruit in before and during the beginning of the smoke event. The resulting wines are concentrated and complex, although in somewhat limited supply on account of the lower yields. These small lots in 2020 swing a big stick, amplified by their radiant character.

VITICULTURE & WINEMAKING

The fruit was hand-picked beginning September 15th of the 2020 growing season. The clusters were sorted by hand and fermented in wooden and stainless steel open-top tanks with a healthy addition of whole cluster fruit (18%) for added structure. Tanks were pumped over twice daily during primary fermentation for measured extraction. A pair of manual daily punch downs wrapped up the fermentation process. A combination of native yeast and inoculated lots, the wine was aged for ten months in French oak, racked gently via gravity to barrel.

TASTING NOTES

A bountiful wine, the Vireton Pinot Noir bursts with familiar fragrances and lasting flavor. Abundant spice dominates the nose with lush, ripe raspberries and dark chocolate. On the palate, there are generous notes of earth, caramel, and chocolate. The wine is equally giving on the tail end, delivering juicy red fruit backed by a light but balancing acidity. It all combines to offer a lengthy, memorable finish.

ANALYSIS

VARIETAL	PH	TA	ALC
100% PINOT NOIR	3.55	6.1 g/L	13.5%

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