

## 2016 PROJECT M “PERSONIFY” PINOT NOIR



At Project M we believe every wine tells a story with three chapters; people, place and time. Speaking of our intentions, decisions and actions, Personify exemplifies the contribution of people, defining Project M's vision of Pinot Noir.

### VINTAGE

2016 was the earliest vintage in Oregon's history. The early bloom and cool spring and summer were interrupted by an August heat wave. Low yields and dry conditions further hastened sugar accumulation. For the attentive and experienced, structure and balance were possible.

### VINEYARD

The 2016 Personify was sourced from three vineyards. From the Ribbon Ridge AVA Bramble Hill's Dijon clone 115, contributed opulence and intensity. Acidity and precision were provided by a field blend of clones from Filament Vineyard in the Eola-Amity Hills AVA. Bednarik Vineyard's 26-year-old own rooted Pommard and Wädenswil clones brought savory complexity and depth.

### WINEMAKING

Hand harvested fruit was sorted, destemmed into small fermenters and permitted to ferment spontaneously. Caps were managed "as needed", with manual punch downs. Based on taste wines were pressed, settled for 3 days and racked into French oak barrels, 12% of which were new. To build structure and length Malolactic Fermentation was discouraged until spring. Wines were racked, filtered and bottled after 11 months in barrel.

### TASTING

Personify embodies what we consider to be the classic virtues of Pinot Noir; elegance, precision and purity. Aromas of red fruit and dried purple flowers fill the glass. Texturally she registers surprising detail like a wood sculpture wrapped in fine satin or silk. A deep sea of dark but bright red fruit flavors shows faint currents of earth and spicy oak that persist on the finish.

pH: 3.61  
TA: 5.3 g/L  
Alcohol: 14.2%  
AVA: Willamette Valley

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