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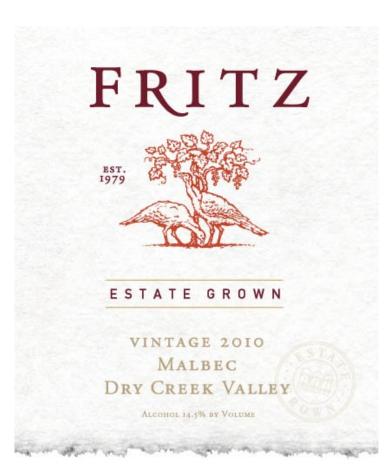


Fritz Underground Winery's Portfolio of Wines 2010 Estate Malbec

Winemaker's Notes:

Our 2009 Estate Grown Malbec is remarkably deep in color, a rich purple. This Malbec expresses intoxicating aromas of Bing cherries, plums and cola underlined with subtle floral notes. A superb balance between vibrant acidity and elegant firm tannins this wine has a luxurious mouthfeel. The taste is pure bright red fruit wrapped in chocolate. It has a finish that has the lingering vibrancy of berries, raspberry, and hints of cocoa.

- Winemaker Brad Longton



Technical Data:

Appellation: Dry Creek Valley

Varietal: Malbec

Harvest Date: October 15, 2010

Barrel Aging: 15 Months

Alcohol: 14.5%

Production: 100 Cases

Production Notes:

The fruit was de-stemmed only so that whole berries were transferred to open top fermenters, this helps to capture bright fruit aromas and flavors. After a 5 day cold soak the tanks are warmed and inoculated with yeast. The tanks were punched down 2-3 times daily over 10 days increasing skin contact. The wine is then drain of the skins and aged in 40% new French oak for 15 months

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