

Florèz ‘Romulus Syrah’ 2021

Who: James Jelks

Producer Summary (basic history): In 2017, after years working in wineries from Aloxe-Corton to New Zealand’s Clare Valley, Santa Cruz native James Jelks was drawn back to home to launch his own wine label. As a UC Davis alum, he is technically trained but practices thoughtful, low-intervention winemaking. He farms some plots himself, while also sourcing fruit from well run mom and pop vineyards. James is a bit of a brinksman, eager to satisfy each dawning curiosity and tweaking his wines when new ideas come up. The Florèz wines are transparently raw, but well made and bursting with energy.



Where: Santa Cruz, California

Varietals: 100% Syrah

Viticulture & Farming Practices: Organic, dry-farmed

Vintage Notes: James tells us that 2021 was “a long and gentle ripening year” allowing for a more balanced harvest and a greater level of phenolic development in the grapes.

Vineyard: Alaya Vineyard surrounded by oaks and redwoods in the Santa Cruz Mountains. Sandstone soils and organically dry-farmed by James Jelks. Dry farmed on a gentle south facing slope amongst the redwoods about 4 miles from the ocean.

Vinification: Whole clusters were foot crushed. Pressed at dryness after about two weeks into neutral French oak barrique for 10 months aging on gross lees. Racked once before bottling without fining, filtration or added sulfite.

Production: 70 cases

Tasting Notes: Notes of dark fruit, violets, herbs, and black pepper

Fun Fact: Romulus and Remus are sibling Syrahs, picked one day apart with identical winemaking with Romulus coming from the warmer vineyard and Remus from the cooler.

