

Swick Wines 'Mallsoft' 2021

Who: Joe Swick

Producer Summary: Many American producers talk about making their wines affordable, Oregon native Joe Swick actually achieves it. What's more, his wines are captivating to nerds and noobs alike! Joe's story began in the wine section of an organic foods market and took him on a journey across the globe with formative experiences working for pivotal producers like Dirk Nieport in Portugal. Joe's winery is located not far from Portland and he purchases fruit from both Washington and Oregon.



Varietals & Vineyards:

38% Chardonnay from Finnigan Hill Vineyards in the Chehalem Mountains, Oregon. 40 acres planted in 2009, 1000 ft elevation, loess soils

31% Gewürztraminer Lacewing Vineyard, Columbia Gorge AVA planted in 1968, practicing organic. 55 years old. Basalt soils. 1600 feet elevation. South Facing

31% Counoise Sunland Vineyard, Yakima Washington, 15 year old vines in sandy loam soils, 1400 ft elevation, south facing, organic.

Farming Practices: Organic

Vintage Notes: "In 2021, we were rewarded with an A+ vintage in all of the AVAs we work with," Joe writes, "The perfect weather allowed us to pick exactly when we wanted to."

Vinification: Each variety was separately whole cluster fermented on the skins with 30 days of maceration before pressing into neutral 228L barriques and 500-600L puncheons for aging on gross lees until the spring. The blend of mostly free run wines was made shortly before bottling.

Production: 250 cases

Tasting Notes: cantaloupe, papaya, guava, dried flowers - Chardonnay adds peachiness, Gewürz adds the tropical notes, and Counoise adds the salty notes.

Fun Fact: "The label on the front is the Lloyd Center Mall in Portland, Oregon. Lloyd Center had an indoor ice skating rink where famed ice skater Tonya Harding used to practice before her Olympic fame. I spent a lot of time here. My favorite store was Zumiez."



Further Reading:

“I wanted to start making some music inspired blends,” Joe writes, “I like a lot of different styles of music, but I tend to listen to a lot of chillwave and vaporwave type music. Mallsoft is a sub genre of vaporwave music that recreates a shopping mall vibe. I spent a decent amount of time in malls in the late 80s and early 90s as an after school hangout. It's nostalgia for me. I love a good Sbarro or Orange Julius session.”

