

Populis 'Reversee' 2018

Producer - Diego Roig & Shaunt Oungoulian - Les Lunes/
Populis

Provenance: Northern California

Farming: organic

Grape(s):

50% Carignane and 15% Zinfandel from Venturi Vineyard in Mendocino County

35% Valdigue from Ricetti Vineyard in Redwood Valley AVA within Mendocino

Fermentation: Each grape is treated separately

Carignane - 2/3 whole cluster fermenting in 1/3 whole cluster pressed pink juice

Valdigue - entirely uncrushed whole clusters fermented with an unorthodox approach meant to function like carbonic maceration.

Zinfandel - destemmed and fermented on the skins in flex tank for two weeks before pressing.

The base wines are aged in flex tank until the spring and blended after malolactic conversion naturally completes.

Fining/ Filtration: none. After pressing, the juice is settled overnight and racked away from the grape solids for fermentation.

Sulfite: 10 ppm sulfite added at blending a month before bottling.

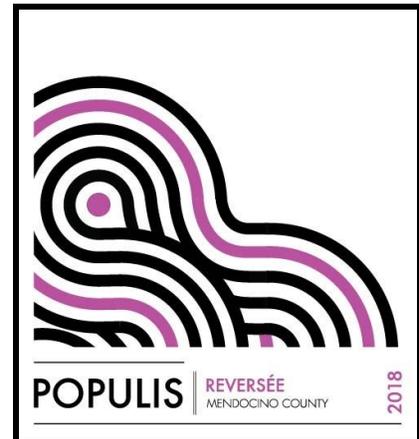
Misc: 'Reversee' was conceived of as an attempt to capture the feel of Beaujolais but the equipment Diego and Shaunt use doesn't allow them to make the wine quite the same way. After years of experimentation, this iteration has revealed the form of cellarwork successive vintages will follow.

The Producer:

Grape magicians Diego Roig and Shaunt Oungoulian represent a middle way between highly sophisticated cellar craft and unmussed vitality. Their ambition is to produce transportive wines, drawing well-deep scientific comprehension and experience in the service of preserving that which is most special about a particular place and season. They make about 4,000 cases of wine across their two labels: the more stately Les Lunes wines of bygone American flair and the democratized Populis wines. Representing about 2/3rds of their total production, Populis is their label dedicated to easy drinking and affordability.

The Vineyard

The Carignane and Zinfandel come from Venturi Vineyard in Mendocino spanning 40 acres steeped in the history of Italo-American migration in the tumultuous time between the World Wars. Larry, a mentor to Diego and Shaunt, started growing grapes as a side hustle with his wife shortly after they were married in the 1960's. Their weekend passion grew until they decided to go full-time, buying the vineyard planted by his grandfather in 1948. The vineyard



was formed by alluvial flows leaving fist sized stones and is typified by deep gravelly loam soils with shale, quartz and sandstone. Low pH and good drainage with low organic matter.

About a third of the wine is composed of Valdigue planted in the 1960's at Ricetti vineyard located in Redwood Valley, Mendocino. The vineyard was originally planted in 1948 in mostly sandy loam soil. Today they thrive alongside apiaries and chickens under the care of a lady Martha Stoumen calls 'the queen of compost.' The soils here are incredibly lively and well aerated. The Valdigue was picked extremely early at about 18 or 19 brix, barely ripe.

The Cellar

'Reversee' is a fairly involved wine from a winemaking perspective. The ambition is to create something akin to Beaujolais style without true carbonic maceration (their tanks don't seal completely so the technique is not available to them). Each grape is treated differently and, as with all the Populis wines, no blending takes place until after malolactic conversion has naturally completed.

The Carignan harvest is split in two: a portion is kept whole cluster while the rest gets whole cluster pressed very roughly in order to pull some firmer phenolics. A portion of the press wine goes back into the polyethylene (flextank) tank with the whole clusters to ferment together. The remainder of the pressed wine goes onto become the pure Populis rose.

The whole bunches of Valdigue are loaded into tank completely uncrushed with a layer of dry ice added every 10% or so thus pulling the oxygen from the environment. For the first two or three days of the carbonic maceration they added additional dry ice down the center of the tank with a tube. The unorthodox technique was developed to make an approximation of carbonic maceration using the polyethylene tanks they have which do not allow for the hermetic seal necessary for true carbonic maceration. The process lasts 10-14 days with one or two pumpovers just to keep the cap wet and keep acetobacter from taking hold.

Zinfandel was added while messing around with the blend in the hopes of giving the wine a little more depth. Added in miniscule proportion. Stay tuned for a possible Zinfandel 'Reversee' in years to come. 10 ppm sulfite added at blending. Bottled without fining or filtration.

For more email info@OlmsteadWine.com

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