

Folk Machine 'B.Y.O.B' NV

Producer - Kenny Likitprakong

Provenance: California

Farming: 90% organic

Grape(s): 42% Carignane, 18% Petite Sirah, 15% Zinfandel, 15% Syrah, and 10% Tempranillo

Vineyard(s): The same vineyards in Mendocino as well as one site in Suisun Valley that go into the Workbook program.

Fermentation/ Aging: Each lot is treated differently with varying proportions of whole clusters. Aged in steel and barrel with a minimum of racking and added sulfite.

Misc: Adaptability is everything and so Hobo has created the 'B.Y.O.B' bag in box wine, essentially Workbook Keg program writ small for home consumption.



The Producer

When Kenny Likitprakong founded Hobo Wine

Company 20 years ago, he was trying to get back to an older way of doing things, to produce lower alcohol, fresher wines that were more appropriate for the dinner table than the behemoth wines that were popular at the time. This was the era of peak Parkerization: “wines were turning into cocktails and that was something I wasn’t really into,” Kenny says. His mission was to return to thinking about wine as an accompaniment to food or even as a food itself. With the cleaner style, brighter presence and a focus on organic agriculture, people started calling their wines ‘hippie wines,’ a term Kenny gladly embraces.

Over the last two decades the company has grown, producing between 30,000-35,000 cases in a year from about 200 acres, 70 of which they farm themselves. As much as the company has expanded, the core principles have remained unchanged: no inoculations, clean, high quality fruit grown by excellent farmers and a focus on community. If anything, the hippie thing has only gotten deeper: “we’ve become really aware of the carbon footprint we’re creating” Kenny says “I’m very focused on the environmental consequences - how we can be stewards of a better planet.”

The 'B.Y.O.B' program was developed during the pandemic as a way to continue to support the growers that were responsible for the Workbook Keg production as well as an answer to the growing need to be focused on lowering the carbon footprint.

The Vineyard

Kenny first got into agriculture in college while working at an organic farm and focusing on the vineyard. Organic viticulture has always been an important part of his vision but there aren't enough organic vineyards to meet his needs entirely. About 90% of the farming is organic although not all is certified. They work with about 200 acres total, using a vineyard management company for some, farming 70 acres in the Santa Cruz mountains themselves and relying on other high-quality growers for the rest.

'With every vineyard we work with, we have a rough idea of where it's going, what wine it's going into.' The 'B.Y.O.B' wines are sourced from the name network of vineyards in Mendocino and Suisun that were used for the Workbook Keg program.

The Cellar

The idea behind 'B.Y.O.B.' was to create a wine like a juicier sibling to the Folk Machine 'Parts & Labor' with a little more umph but just as crushable. The blend of Carignane, Petite Sirah, Zinfandel, Syrah and Tempranillo comes from a constellation of scattered vineyards in Mendocino as well as a site in Suisun Valley. "Each lot requires its own plan and it always depends on the year," Kenny explains. Depending on the variety they've started to use more whole clusters in the process but he tells us 'the biggest thing is not to crush the fruit so much' so that they get a nice slow fermentation. Base wines are pressed at the end of fermentation using a pneumatic press. The base wines are aged in a mix of barrel and still with racking as minimal as possible and low sulfite addition. The goal is always to keep the workflow simple as can be: 'another principle we've always tried to get behind is making wines affordable: the more we do to the wines the less affordable they get.'

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