



EMERITUS

Estate Grown Pinot Noir

EMERITUS VINEYARDS PRESS KIT

Media Contact:

Mari Jones

Office: (707) 861-7612

Email: mari@emeritusvineyards.com

THE EMERITUS STORY

The story of Emeritus Vineyards began with a remarkable ridgetop piece of land named Hallberg Ranch in the cool Green Valley region of the Russian River Valley. With ideal Goldridge soil, and a climate shaped by fog and wind off the Pacific Ocean, Hallberg Ranch was originally planted to winegrapes, but with the rise of Prohibition, the Hallberg family was forced to replant to apples and peaches. In the early 1990s, pioneering vintner Brice Cutrer Jones and his longtime friend and Vineyard Manager Kirk Lokka became transfixed by the idea of growing Pinot Noir on the 115-acre Hallberg Ranch. “With its size, perfect soil and cool climate, it is an extraordinary piece of land,” says Brice. “Truly great vineyard land is a rarity, and even back then, most of it had already been planted. Kirk and I understood that Hallberg had all of the qualities necessary to be a grand cru-caliber vineyard.”

Hallberg Ranch came up for sale in 1999—the same year that Brice sold Sonoma–Cutrer Vineyards, the iconic winery that he had spent more than twenty-five years building into one of California’s most revered producers of Chardonnay. “It was incredibly serendipitous timing,” says Brice. “As one chapter in my life ended, another began. I knew what I wanted to do next.” Though the Hallbergs were made more lucrative offers by other bidders, they chose to sell their historic ranch to Brice, embracing his vision for the land. For Brice, this vision was clear, though not easy to achieve. “I wanted to take everything I’d learned about growing grapes and making wine, and apply it to the goal of making wines that are among the finest Pinot Noirs in California. For the past two decades, this has been our mission at Emeritus.”

To achieve this goal, Brice was soon joined by several talented individuals who he had spent decades working alongside at Sonoma–Cutrer—people who shared his exacting vision for quality, and his desire to create a new benchmark for New World Pinot Noir. Together, this team spent three years preparing and planting Hallberg Ranch. Profoundly influenced by relationships formed with some of the most respected vintners in Burgundy, Brice and Kirk planted Hallberg using Burgundian “close spacing,” with vines trained and pruned according to the Burgundy AOC Guyot model. To create a diverse tapestry of fruit from which to blend, Kirk selected eleven clones to plant, including two field selections from iconic vineyards in the Côte de Nuits, and a selection from Brice’s friend, and famed vintner, Aubert de Villaine.

In 2004, after several years of selling grapes to a who’s who of top wineries, acclaimed founding Winemaker Don Blackburn (who sadly passed away in 2009) made the debut vintage of Emeritus Pinot Noir. Unfortunately, the entire inaugural 2004 vintage was lost in a fire. Even so, Emeritus’s early vintages were immediately recognized for their grace, complexity and terroir-driven character. “For me, there are three things that define terroir,” says Brice. “The soil, the climate and the people. Soil gives wine character, climate provides the personality, and people imbue wine with spirit.”

In 2007, Brice and Kirk committed themselves to a unique path that would further cement their dedication to making terroir-driven wines when they began dry farming Hallberg Ranch. Because Hallberg has Goldridge soil with underlying clay loam, the vines are able to dig deep into the earth

to depths of over 20 feet in search of water stored in the clay. Dry farming Pinot Noir (which is extremely uncommon in California) allows the grapes to achieve exceptional physiological ripeness at lower sugar levels, while retaining the acidity that is essential to great Pinot Noir. In addition, because the deeply rooted vines grow through different soil profiles, the grapes gain added complexity and sophistication—qualities that have come to define Emeritus’s wines.

That same year, Emeritus acquired a second estate property named Pinot Hill, nestled in the Sebastopol Hills, eight miles from Hallberg Ranch. Though smaller than Hallberg, Pinot Hill has the same Goldridge soil that allows for dry farming, along with a perfect slope and aspect. Today, these two vineyards combine to give Emeritus almost 150 acres of Pinot Noir, making Emeritus the largest dry-farmed estate in Sonoma County, and possibly in all of California. In keeping with the hands-on approach that defines everything at Emeritus, both Hallberg Ranch and Pinot Hill are stewarded by a year-round, 17-person vineyard team led by Kirk, who has lived on Hallberg Ranch since 2005. This team includes five Sonoma County pruning champions, and several individuals who have been with Emeritus since the beginning, as well a handful who worked with Brice and Kirk at Sonoma–Cutrer.

Recent years have also seen the addition of two important new members to the Emeritus team—renowned Winemaker Dave Lattin, and Brice’s daughter Mari who has taken on the role of COO. A veteran of such acclaimed wineries as Merus, Kuleto Estate and Acacia, Dave continues the visionary approach to winemaking established by Don Blackburn, with a focus on crafting wines of purity, elegance and uncommon aging potential. As Emeritus’s dynamic COO, Mari brings a fresh perspective and a forward-looking enthusiasm and energy to the family-run winery, while working alongside Brice, Kirk, Dave, and the rest of the winery’s talented team to guide the evolution of Emeritus.

“Every wine we make comes from vines we planted, and grapes we grew ourselves, and we work exclusively with Pinot Noir,” says Mari. “We are also a winery that empowers our team. I’ve known many of these people since I was a child playing in the vineyards at Sonoma–Cutrer. Every person here is among the best at what they do, and most bring a lifetime of experience to their roles. My job is to act as a bridge, to ask the right questions, and to facilitate the collaboration that makes coming to work fun and exciting. The fact that we love what we do, and we love working together, is part of the essence of our wines.”

BRICE CUTRER JONES FOUNDER & PRESIDENT

In 1999, Brice Cutrer Jones sold Sonoma–Cutrer Vineyards, the iconic winery that he spent more than a quarter century building into one of California’s most revered producers of Chardonnay. While some might have embraced the moment as an opportunity to enjoy the fruits of their labor, Brice immediately began writing a remarkable new chapter in a story that has already seen him go from being an Air Force pilot to one of America’s most respected vintners. As the founder of Emeritus Vineyards, Brice has dedicated the last two decades of his life to establishing one of California’s finest Pinot Noir estates, featuring 150 acres of vines spread between two grand cru-caliber vineyards: Hallberg Ranch and Pinot Hill. From these dry-farmed vineyards, Brice and the Emeritus team are making some of the New World’s most dynamic and complex Pinot Noirs.

As the son and grandson of West Point officers, Brice learned to fly when he was just 13 years old, and went on to earn a degree in engineering from the Air Force Academy in 1961. In 1965, after serving as a fighter pilot in Vietnam, Brice was appointed aide-de-camp to the general in charge of the Vietnam air war, who was also an avid wine enthusiast. “One of the things I learned from him was how little I knew about wine. But the hook was set, and when I retired from the Air Force, I left with a passion for wine.”

Returning to the United States, Brice attended Harvard Business School in order to gain the knowledge needed to establish his own vineyard and winery. After earning his MBA in 1972, Brice founded Sonoma–Cutrer Vineyards, and within the year was planting estate vineyards in Sonoma County. An early pioneer in the white wine boom that quickly reshaped the American wine landscape, Brice made the visionary decision to focus on Chardonnay. Over the next quarter century, Brice established more than 1,000 acres of Chardonnay and 150 of Pinot Noir, and built Sonoma–Cutrer into one of America’s most acclaimed wineries. He also developed enduring friendships with some of the most esteemed vintners in Burgundy, and in 1999 he was inducted into the Confrérie des Chevaliers du Tastevin at a special ceremony at Clos de Vougeot.

That same year, Brice sold Sonoma–Cutrer and founded Emeritus Vineyards with the acquisition of Hallberg Ranch, an historic 115-acre apple orchard in the heart of the Russian River Valley. Instead of planting Chardonnay—the grape he had built his reputation on—Brice set out to create a new benchmark for New World Pinot Noir. Unlike many California vintners, Brice has no qualms about citing Burgundy as the inspiration for Emeritus. “Over the years, the things I have learned about growing and making Pinot Noir from my friends and colleagues in Burgundy have been incredibly eye-opening,” says Brice. “While it’s been amazing to see what North America has accomplished over the past 50 years, the French have been refining their methods for more than 1,300 years.”

Today, working alongside his daughter, Mari, and the dedicated Emeritus team, Brice applies his more than 45 years of experience as a farmer to the goal of making some of the finest Pinot Noirs in North America. “Emeritus means to earn through service,” adds Brice. “I chose the name because Emeritus is the culmination of everything I have learned about wine throughout my life. But I also chose it because what we are striving to achieve is something unique and special. It is a goal that has

to be earned. Everyone here believes passionately in what we are doing. This spirit is an essential part of our wines.”

MARI JONES

PRESIDENT OF FUN/COO/PARTNER

As COO, Mari Jones helps to oversee all aspects of Emeritus Vineyards, working alongside her father, Brice Cutrer Jones, to guide the future of the winery. Bringing the experience and dynamism of a dedicated second generation to the family-run winery, Mari works closely with Vineyard Manager Kirk Lokka and Winemaker Dave Lattin to cultivate the highest standards of excellence at Emeritus. Like her father, Mari believes in a collaborative approach that empowers the talented Emeritus team, while also creating a culture that is as fun as it is focused on making stellar California Pinot Noir.

Perhaps eager to join the family business a bit too soon, Mari was born on the first day of harvest at her father's Sonoma–Cutrer Vineyards in 1987. Mari grew up playing, camping, working, and even learning to drive on the Sonoma–Cutrer Estate. At the age of 12, Mari took her first trip to Burgundy with her father to buy barrels. While watching barrels being made by master craftspeople and exploring centuries-old cellars, Mari fell in love with wine. “Experiencing the world of wine outside of California gave me a new perspective on the family business,” says Mari. “It was also when I fell in love with Pinot Noir.”

Though an early passion for wine had been instilled in Mari, she was eager to chart her own professional path. After earning a degree in philosophy at Colgate University, Mari moved to Colorado and worked at the Telluride Adaptive Sports Program. In 2012, after years of giving her father advice from afar, Brice invited Mari to return to Sonoma wine country and launch a direct to consumer program and build a tasting room. Over the next three years, Mari oversaw the design and construction of the Emeritus tasting room, while also founding the E-Club—Emeritus's wine club. In the years since, the E-Club has grown into a thriving community of more than 1,500 Pinot enthusiasts, and in 2017, *USA Today* named Emeritus the “#1 Winery Tour in the USA.”

“From the beginning, we've strived to create experiences and build relationships that are personal and meaningful,” says Mari. “More than just sharing our wines, we want to share who we are, what we do, and why we love doing it. The more I focused on these goals, the more I knew that Emeritus was something that I wanted to be a part of for decades to come.” Today, Mari approaches her role by helping to run Emeritus with a long-term vision. “Pinot Noir is a world where most of the greatest wines come from wineries where families have dedicated their lives to caring for their vineyards. I want Emeritus to outlive me. This means that it needs to be sustainable in every sense, from the way we farm our vineyards to making sure that our employees feel valued and love working here. These things aren't separate from what goes into the bottle; they are essential.”

KIRK LOKKA

VINEYARD MANAGER/VIGNERON/PARTNER

Over the course of a career spanning almost four decades, Kirk Lokka has earned a reputation as one of the most accomplished and respected vineyard managers in North America. As a partner at Emeritus, and its vineyard manager, Kirk collaborated with longtime friend Brice Cutrer Jones to guide the planting of both Hallberg Ranch and Pinot Hill. Prepared and designed with a level of meticulous detail and thoughtfulness worthy of grand cru vineyards, the Emeritus estate vineyards have emerged as two of the New World's most revered sources for growing cool-climate Pinot Noir. Kirk also spearheaded Emeritus's innovative adoption of dry farming at both Hallberg Ranch and Pinot Hill—a visionary approach to farming California Pinot Noir that has further elevated the remarkable quality and character of these two acclaimed vineyards.

Kirk was born and raised in California, and at the age of eight he decided he wanted to be a farmer after riding the tractor at his grandfather's farm. After receiving his degree in plant science from Fresno State University, Kirk worked on a large cotton farm in Corcoran, California, before moving to Sonoma to join the team at Sonoma–Cutrer as vineyard foreman in 1981. During his 23-year career at Sonoma–Cutrer, where he was quickly promoted to vineyard manager, Kirk oversaw more than 1,200 acres of estate vineyards, including the planting of the acclaimed Vine Hill and Owsley Ranch vineyards. Throughout this period, Kirk also helped to found the Russian River Valley Winegrowers association, where he was a two-time president, and was also named the Sonoma County “Agri-Business Person of the Year” in 1997.

While at Sonoma–Cutrer, Kirk and its founder, Brice Cutrer Jones, became good friends. In 1999, when Brice sold Sonoma–Cutrer and approached Kirk with the idea of acquiring the land for Hallberg Ranch and founding Emeritus, he knew that their goal was nothing short of establishing the finest Pinot Noir vineyard in California. While Kirk remained at Sonoma–Cutrer for several more years as a vineyard consultant, he oversaw the design and planting of Hallberg Ranch. “As a vineyard manager, it is incredibly rare when you are given the perfect piece of land to plant a vineyard, and all of the resources necessary to do it exactly the way you know it should be done,” says Kirk. In developing Hallberg Ranch, Kirk applied the same techniques used in the most revered vineyards of Burgundy, including close spacing and classic Burgundian vine-training methods.

In 2004, Kirk “officially” joined Emeritus fulltime as vineyard manager, and the following year he moved into a home on Hallberg Ranch with his wife, Debbie, and two sons, so that he could more intimately guide the farming. Joining Kirk at Emeritus were several members of his old vineyard crew, who form the core of Emeritus's acclaimed 17-person, full-time vineyard team.

In 2007, Kirk and his team oversaw the adoption of dry farming at Hallberg Ranch. This approach to farming Pinot Noir in Sonoma County has helped to establish Emeritus as a viticultural leader. The following year, Kirk began planting Pinot Hill, a smaller estate vineyard located in the Sebastopol Hills. Today, these two vineyards combine to give Emeritus almost 150 acres of Pinot Noir, making Emeritus the largest dry-farmed estate in Sonoma County, and possibly in all of California. In acknowledgment of his pioneering work at Emeritus, Kirk was honored as the

“Sonoma County Grower of the Year” by the Sonoma County Winegrowers association in 2017.

DAVID LATTIN WINEMAKER

Though acclaimed Emeritus Winemaker Dave Lattin has made a wide variety of wines at renowned wineries like Merus and Kuleto Estate, he began his career at Acacia Winery in 1984, where he fell under the spell of Pinot Noir. “Pinot Noir is the variety I cut my teeth on, and it is still the one I love the most. Making a great Pinot Noir—one with nuance, elegance and a deep and meaningful sense of place—is incredibly difficult, and to me is the ultimate challenge.” Since joining Emeritus in 2017, Dave has embraced this challenge, working with Founder Brice Cutrer Jones, Vineyard Manager Kirk Lokka and COO Mari Jones to make profoundly vineyard-driven Pinot Noirs of uncommon purity and aging potential.

Dave grew up in Corvallis, Oregon, and from his first memorable sip of Mosel at the age of six, he has been cultivating a keen palate and a passion for wine. After earning his bachelor’s degree from Oregon State University in 1981, Dave moved to California to pursue a master’s degree in enology from UC Davis. While at Davis, Dave met the winemaker for Acacia, who convinced him to join the winery’s team as an intern. The work inspired him beyond his expectations and he quickly fell in love with winemaking. After turning in his thesis, Dave followed his girlfriend (now his wife) to Paris, where he developed a deep appreciation of French wines. On a shoestring budget, and at times living out of a tent, he regularly traveled to the great wineries of Bordeaux in search of work, ultimately landing at cellar job at Troplong-Mondot.

After returning to the U.S., he worked as the enologist at Robert Pecota, and later as the cellar master at Storybook Mountain, before rejoining Acacia, where he was promoted to winemaker then to general manager/winemaker. After eleven years at Acacia, Dave was named the winemaker for Kuleto Estate, where he earned a reputation for making some of Napa Valley’s most alluring and sophisticated mountain-grown wines. In recognition of his skill, when Kuleto Estate was acquired by vintner Bill Foley, Dave also was named the winemaker for Merus Wines. In early 2017, Dave left Kuleto Estate and Merus to join the team at Emeritus. “I spoke with Brice and he said the magic words: ‘all estate, all dry farmed, all Pinot Noir,’” says Dave. “Before I accepted the job, I drove back up to Hallberg Ranch on my own, and just stared at the vineyard. It is such a remarkable piece of land—like a gorgeous green flying carpet. It was so clear to me that the vines had found something deep down that they loved. I knew that I wanted to make its wines.”

At Emeritus, Dave works to preserve the clonal diversity of different estate blocks by doing as many as 50 individual fermentations each vintage. “Because we dry farm, the grapes develop full color and flavor at lower Brix, while also gaining sophistication and finesse.” Working with Brice, Dave has also been refining Emeritus’s barrel program. “We visit Burgundy every year to look at our wood piles, and to guide the seasoning of our oak. We use barrels from three different, family-owned coopers. While we are very thoughtful and restrained in our use of new oak, each barrel brings something different to our wines.”

For Dave, the goal is to make wines that are pure, elegant and aroma-driven, with succulent acidity, excellent texture and length. “The finest Pinots inspire the senses and stir the soul. They are also wines that transport you to the place they were grown. These things are the essence of Emeritus.”

VINEYARDS & VITICULTURE

A true estate winery, every wine from Emeritus is made from grapes planted and grown by the Emeritus team from their acclaimed Hallberg Ranch and Pinot Hill vineyards. Both are cool-climate sites that have Goldridge sandy loam soil underlain with clay soil, and that benefit from significant marine influences and diurnal temperature swings of up to 50° F. These are essential elements for crafting the most sophisticated and complex expressions of Pinot Noir, and why Founder Brice Cutrer Jones was drawn to them for Emeritus.

The Vineyard Team

In keeping with the hands-on approach that defines everything at Emeritus, both Hallberg Ranch and Pinot Hill are stewarded by a year-round, 17-person vineyard team led by renowned Vineyard Manager Kirk Lokka, who has lived on Hallberg Ranch with his family since 2005. Kirk's vineyard team includes several talented individuals who have been with Emeritus since its founding in 1999, as well as a handful who worked with Brice and Kirk for many years before that at Sonoma–Cutrer. Recognized as one of the most experienced teams in the California wine industry, the Emeritus crew boasts five Sonoma County pruning champions. The consummate skill and knowledge of this team ensures that both Hallberg Ranch and Pinot Hill are proactively farmed with a level of thoughtfulness and meticulous attention to detail rarely seen outside the grand cru vineyards of Burgundy.

The Inspiration

Taking inspiration from the great vineyards of Burgundy, both Hallberg Ranch and Pinot Hill were planted using Burgundian “close spacing,” with vines predominantly trained and pruned according to the Burgundy AOC Guyot model. Where appropriate, Kirk has developed proprietary variations on these methods to tailor the pruning for individual blocks and clones. To create a diverse tapestry of fruit from which to blend, Brice and Kirk selected eleven clones to plant, including two field selections from iconic vineyards in the Côte de Nuits, and a selection from Brice's friend, and famed vintner, Aubert de Villaine.

Dry Farming – The Emeritus Innovation

Building on their legacy as innovators and pioneers, in 2007, Brice and Kirk began dry farming Hallberg Ranch. Because Hallberg Ranch has Goldridge soil with underlying clay loam, the vines are able to dig deep into the earth to depths of over 20 feet in search of water stored in the clay. Though rare in California, this approach allows the grapes to develop fully mature flavors at lower Brix. This is achieved because, with dry farming, ripening and sugar development occur on consistently parallel tracks. In contrast, with traditional irrigation the two processes can decouple, with sugar development often increasing, while overall flavor development slows.

Dry farming also provides many other benefits for Pinot Noir. In addition to achieving ideal physiological ripeness at lower sugar levels, the dry farmed grapes retain the natural acidity that is essential to creating vibrant, energetic expressions of Pinot Noir. Kirk also correlates dry farming with an overall concentration of flavor in the grapes. “Most growers pick at higher sugar levels

because modern irrigation practices dilute the grapes with an excess of water. This is not the case with dry farming.”

Perhaps the greatest benefit of dry farming can be seen in the enhanced root structure of the vines. While most California Pinot Noir vines have roots that only go down three or four feet, where they tend to form a tight ball-like structure, dry farming forces the roots to go extremely deep in search of water, with multiple root tendrils. Because these deeply rooted vines grow through different soil profiles, the grapes gain added complexity and finesse, both of which elevate great Pinot Noir.

The other key benefits of dry farming can be seen in overall vine health, and the ability of the plants to adapt naturally to major weather variations. “Since we began dry farming, I have seen our vineyards excel in numerous adverse weather conditions, including multiple years of drought and extreme heat events,” says Kirk. “Just as exciting, our vines do not seem to be aging on the same trajectory as traditionally farmed California Pinot Noir. While most vineyards begin planning replanting when the vines hit the 20-year mark, expecting a 25-year life span, my assessment of our vines is that they will stay dynamic and healthy for 40 to 50 years, which is much more consistent with the grand cru vineyards of Burgundy. Based on my four decades of farming experience, it is clear that this is a result of dry farming.” Today, both Hallberg Ranch and Pinot Hill are dry farmed, making Emeritus the largest dry-farmed estate in Sonoma County, and possibly all of California.

Hallberg Ranch

Though Hallberg Ranch was once planted to winegrapes, with the arrival of Prohibition in the 1920s, the ranch was replanted to apples and peaches, and remained a multigenerational family-run farm until Don and Marcia Hallberg chose to sell the land to Brice in 1999.

Hallberg Ranch is ideally situated in the Green Valley sub-appellation of the Russian River Valley. Not only is Green Valley the coolest, foggiest region of the Russian River Valley, it is the most consistent North Coast appellation in terms of soil and climate. Sixty percent of the small AVA features Goldridge soil, which is ideal both for Pinot Noir and for dry farming. The clockwork fog that helps to define the region’s climate generally originates from the Petaluma Wind Gap in the coastal mountains. Because of Green Valley’s proximity to this gap, it typically has cooler morning temperatures that last longer into the day than other northern parts of the Russian River. It also helps to provide the diurnal swing that is necessary for preserving acidity in the grapes. This combination of cool-to-moderate daytime temperatures and nighttime temperatures often below 50° F allows the grapes to ripen slowly, while retaining the crucial acids that frame the flavors in the Pinot Noirs from Emeritus.

Located 200 feet above sea level, on a rolling ridgetop with slopes, Hallberg Ranch has Goldridge sandy loam soil underlain with Sebastopol sandy clay loam—a rare combination that is necessary to allow for dry farming. From 2000 through 2002, the Emeritus team planted Hallberg Ranch to 11 different clones of Pinot Noir (4, 5, 37, 114, 459, 667, 777, 828, Cruz Especial, Elite and Hyde) in a mosaic of fifteen different vineyard blocks, primarily using the low-vigor, early ripening 101-14 rootstock. As in Burgundy, the blocks feature close spacing, with 2,023 vines per acre. This allows the vines to concentrate on cluster development, which enhances overall fruit concentration. The

vines are predominantly trained and pruned according to the Burgundy AOC Guyot model—a single cane of about six to eight buds, producing about 14-16 clusters per vine. Building on this framework, Kirk and his team apply custom vine architecture as needed to achieve the desired goals for individual blocks and clones. In addition to being the source for Emeritus’s flagship Hallberg Ranch Pinot Noir, fruit from the site is also used to make the La Combette Pinot Noir, and the Don’s Block Pinot Noir, named after the late Don Blackburn, Emeritus’s founding winemaker.

Pinot Hill

In 2007, Emeritus acquired its second estate property, Pinot Hill, which it planted the following year. Though located just eight miles south of Hallberg Ranch in the cool Sebastopol Hills region, Pinot Hill is a very steep vineyard that rises in elevation from 100 to 300 feet, with grades of 10-15%. Like Hallberg Ranch, it features Goldridge sandy loam soil, but with Los Osos clay as the subsoil. Pinot Hill is located at a unique geographic point where the fog first penetrates inland from the Pacific Ocean. Conversely, it is generally the last place that the fog burns off in the afternoons. Because of this lingering fog, Pinot Hill is often up to 10 degrees cooler than Hallberg Ranch, and is consistently the last vineyard to be harvested.

Planted in 2008 and 2009, the vineyard includes 31 acres of Pinot Noir vines, designed as six blocks featuring seven different clones (4, 37, 115, 667, Cruz Especial, Elite and Hyde). The vines are all planted on Schwartzman rootstock, which was selected specifically for the site’s naturally acidic soil. With its steep slopes, well-drained soil and very cool climate, Pinot Hill generally produces yields of less than two tons per acre. These small berries and small clusters add to the overall complexity and concentration of the vineyard’s Pinot Noir. Though Pinot Hill typically produces very dark Pinot Noirs with higher acidity, because one side of the vineyard faces west, and the other faces east, the two sides create quite unique flavor profiles. While both sides are usually bathed in morning fog, the west-facing side receives more late-afternoon sun, so it yields a lusher, more fruit-driven style of Pinot Noir. In contrast, the east-facing side produces a more austere expression of Pinot Noir. To reflect this diversity, in addition to making a Pinot Hill vineyard-designate, Emeritus has started to produce limited-production Pinot Hill East and Pinot Hill West wines.

Because young vines are more dependent on conventional irrigation, dry farming at Pinot Hill was first achieved with the 2013 vintage, once the vines had achieved the necessary maturity.