



# EMERITUS

*Estate Grown Pinot Noir*



## The Quest

In 1999, after selling his iconic Sonoma–Cutrer Vineyards, legendary vintner Brice Cutrer Jones founded Emeritus with the goal of creating a grand-cru-caliber estate capable of making the New World’s finest Pinot Noir. To achieve this goal, Brice and renowned Vineyard Manager Kirk Lokka planted two remarkable estate vineyards: Hallberg Ranch in the cool, Green Valley region of the Russian River Valley and Pinot Hill in the Sebastopol Hills region. Totalling almost 150 acres of Pinot Noir, and farmed by a year-round 17-person vineyard team, Hallberg Ranch and Pinot Hill have emerged as two of California’s most revered winegrowing sites, recognized for yielding Pinot Noirs of incomparable elegance and charm.

## The Team

As a multigenerational, family-run winery, Emeritus is guided by the vision of its founder Brice Cutrer Jones, and his daughter, President, Mari Jones. Joining Brice and Mari is an acclaimed team led by Vineyard Manager Kirk Lokka, who spent two decades managing Sonoma–Cutrer’s vineyards before joining Brice to help found Emeritus. Guiding the grapes into wine is renowned Winemaker Dave Lattin, who has made wine at such acclaimed wineries as Merus, Kuleto Estate, Acacia and Troplong-Mondot. There are many more on the Emeritus Team who have been working together for over twenty years including those who have been with Emeritus since 1999, when the land was being readied for vines.



## The Land

A true estate winery, every wine from Emeritus is made from grapes planted and grown by the Emeritus team from their Hallberg Ranch and Pinot Hill vineyards. Both are cool-climate sites that have Goldridge sandy loam soil underlain with clay soils, and benefit from significant marine influences and regular diurnal temperature swings of 40° F. These are essential elements for crafting the most sophisticated and complex expressions of Pinot Noir, and why Brice was drawn to them for Pinot Noir. Both vineyards are planted 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.

## Dry Farming

Continuing their legacy as innovators and pioneers, Brice and Kirk began dry farming Hallberg Ranch in 2007. Because Hallberg has Goldridge soil with a clay loam underlying, the vines are able to dig deep into the earth to depths over 20 feet in search of water stored in the clay. This approach (not commonly practiced 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, the grapes are smaller and produce wines with depth and intensity without becoming heavy. Today, both Hallberg and Pinot Hill are dry farmed, making Emeritus the largest dry farmed estate in Sonoma County, possibly all of California.

## The Wines

Emeritus only produces Pinot Noir from the Hallberg Ranch and Pinot Hill estates. While both vineyards have their unique signature, all Emeritus wines embody what Founding Winemaker Don Blackburn and Brice set out to achieve, a wine of nuance and charm. While Emeritus makes several special and very small production wines, the heart and soul of the Emeritus line-up is the Hallberg Ranch Pinot Noir.

## Accolades

Emeritus has earned much critical and consumer acclaim and support. In 2014, the 2011 Hallberg Ranch Pinot Noir earned the 26<sup>th</sup> spot on *Wine Spectator's* annual list of the world's **"Top 100 Wines."** The Hallberg Ranch wine has also been consistently listed on the *Wine & Spirits* "Restaurant Poll" as one of the most popular wines in restaurants over the last 10 years, including the #10 most popular wine overall in 2012, and the #1 Pinot Noir in 2015-the same year *Wine & Spirits* honored Emeritus as one of the world's **"Top 100 Wineries."** In 2017 the Hallberg Ranch Pinot Noir was awarded the #2 spot for Pinot Noir and the #19 overall.

**"One of the Russian River Valley's most accomplished Pinot Noir producers."** *Forbes*

**"Dry Farming Leader"** *Imbibe.com*

**"Across the board Emeritus Pinot Noirs are highly complex and beautifully made, with outstanding varietal character."** *Forbes*

**"Hallberg produces wines with complexity and mature flavors at lower Brix, achieving ideal physiological ripeness."** *The Somm Journal*

**"The axiom of doing one thing and doing it well clearly applies to Emeritus Vineyards of Sonoma County. That one thing is Pinot Noir and they do it extremely well."** *Forbes*

**"Must Visit Winery"** *Travel & Leisure*

