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# Rare North

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## 2021 RARE NORTH PINOT NOIR Willamette Valley, Oregon

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93pts ~ Editor's Choice  
Wine Enthusiast

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**COMPOSITION:** 100% Pinot Noir  
**FARMING:** Organic & Oregon LIVE Sustainably-Farmed  
**PICK DATE:** SEPTEMBER 16, 2021  
**BOTTLING DATE:** AUGUST 15, 2022  
**ALCOHOL:** 13%  
**PH / TA:** 3.66 / 5.1 G/L  
**PRODUCTION** 800 CASES

### SUSTAINABILITY

Anyone in the wine industry who says they love being outdoors or in nature has to stand behind that statement eventually. What can we do as individual farmers, winemakers, and business owners to contribute to a more sustainable, stable environment for all? One reason we love Oregon is we are making wine from vineyards in areas that have ample rainfall so as not to pull from precious water reserves. This makes us more nimble and resilient to temperature extremes and drought years. Quality and values all align in the Willamette Valley. All intertwined into the AJ way of life, a balance of nature and nurture.

### ABOUT THE VINTAGE

Willamette Valley experienced warmer than average temperatures which led us to pick our grapes much earlier than a typical season in Oregon. The Valley's northerly position along the 45th parallel meant longer daylight hours in the summer, allowing ample time to ripen grapes while retaining natural acidities. We were able to harvest before any unruly heat spikes could dehydrate the grapes.

### ABOUT THE ARTIST

Sean Best, with his degree in fine arts from Art Center College of Design in Pasadena, California, was inspired by all the geographic wonders in the Pacific Northwest to create a label showcasing the vibrancy of the landscape filled with rivers, unique thermal patterns, and its ancient mix of soils deposited by historic floods—artistic but yet geographically correct. The name of the wine is inspired by the Willamette River, which traverses a Rare northward flow through the Willamette Valley.

### WINEMAKING

Pinot Noir is King in Oregon due to the cooler climate, which naturally allows the grapes to retain acid with lower sugar accumulation which leads to naturally lower alcohol as well. Although 2021 was a warm year in Oregon, we picked prior to any major heat spikes. The grapes were sourced all over Willamette Valley including a vineyard called Halona Woods that AJ manages in the new Mt Pisgah AVA inclusive of both of Oregon's famous soils, Belpine and Jory. Including 20% whole-cluster, the fermentation was slow in stainless steel open tops, allowing dynamic flavor extraction from grapes prior to gentle pressing. The wine was then aged for 9 months with 15% new oak to add a lift and the balance is neutral French oak.

### TASTING NOTES

A fragrant wine, bursting with candied violets, red berry fruit, forest, and conifer notes that mingle with lightly-roasted espresso beans. Lively, medium-bodied, fresh and inviting with flavors of juicy cherry and tart cranberry leading to farmer's market ripe strawberries hinting at blood orange. A beautiful herbaceous pop adds dimension to this multidimensional Pinot with plump tannins and grippy, blood-orange acidity, finishing with earthy truffle notes and cedar spices marked by a hint of vanilla.

### WINEMAKER

Owner, winemaker, environmentalist, and outdoor enthusiast Alisa Jacobson (who goes by "AJ") has been making wine for over 25 years. AJ worked in the cellars at Joseph Phelps, and then served as VP of Winemaking for Joel Gott, overseeing winery and vineyard operations throughout California, Oregon, and Washington, as well as projects in Argentina, Chile, Italy, France, and New Zealand. AJ founded Turning Tide in 2018 and the first wines were released in 2020. AJ is a Northern California native who travels the world hiking, exploring, scuba-diving, and going on culinary adventures when she's not in a vineyard or winery.

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