

# Wines by Alisa Jacobson



## 2022 AVEC MOI ROSÉ Paso Robles AVA, California

### PHILOSOPHY

Turning Tide wines are sourced from vineyards that are farmed with organic, or environmentally conscious practices and an emphasis on the principles of regenerative agriculture, which empowers growers and vintners to look for every possible opportunity to enhance the ecosystem around the vines.

### ABOUT THE VINTAGE

A cool winter and spring led the way to bud break and set the stage for a cooler growing season. An unexpected Labor Day heat wave pushed ripeness levels and initiated the start of harvest.

There was a cool-down period once the heat wave subsided, and sugar levels normalized, allowing flavors to ripen at a more even-keeled pace. Savory flavors in the wines result from the intense heat waves, while the cool growing season meant acids remained firm. The wines are complex, layered, and balanced.

### WINEMAKING

Organically-grown Primitivo grapes are sourced from the Paso Robles AVA. Taking cues from the French, who pick in the early morning hours to preserve freshness, AJ does the same with her

Primitivo grapes. Once harvested in the crisp, cool, morning hours before sunrise, the grapes—picked at low Brix levels to maintain freshness and elegance—are pressed into stainless steel tanks while they're still cold. Fermentation is slow with aim of preserving the delicate aromas that make for exceptional rosé.

### TASTING NOTES

The night-harvesting of Primitivo grapes, and a slow fermentation process have resulted in a beautifully bright wine, shimmering a lovely pink hue with silver streaks. Exuberant aromas of white peach, nectarine, watermelon, and wild herbs tease the senses. Expansive, with satiny red berry fruit and lofty spices with good mineral intensity and excellent flavor presence on the mid-palate.

### WINEMAKER

Turning Tide 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, then served as VP of Winemaking for Joel Gott Wines, managing all winery and vineyard operations in California, Oregon, and Washington and for projects in Argentina, Chile, Italy, France, and New Zealand. AJ founded Turning Tide in 2018, and the first wines were released in 2020. In 2021, she introduced "AJ" and "Rare North," two high-quality, value-driven wine brands. AJ currently resides in San Luis Obispo County, owning two vineyards in the Santa Ynez AVA. She sits on the board of the Oregon Wine Council and served as the co-chair of the Unified Grape and Wine Symposium Program Development committee for the 2023 and 2024 conventions. Jacobson also sits on the Stakeholder Advisory Committee for the Winegrape Smoke Exposure SCRI Grant. She is the chair of the research committee on the West Coast Smoke Exposure Task Force.

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COMPOSITION: 100% PRIMITIVO  
FARMING: CERTIFIED CCOF  
ORGANICALLY GROWN  
PICK DATE: SEPTEMBER 6, 2022  
ALCOHOL: 13%  
PH / T.A.: 3.33 / 5.8 g/L  
PRODUCTION: 850 cases

by *Alisa Jacob*

