

SANTA BARBARA WINERY

2004 PRIMITIVO

Looking for interesting grapes to plant in his Santa Ynez Valley vineyard, Mr. Andrew Joughin purchased the cuttings for this wine from vines originating in Italy.

Primitivo is well known as the primary wine from the Puglia region of Italy where it was widely planted starting in the 1850's. Interestingly, recent genetic research has confirmed that Primitivo is identical to Zinfandel. Because of the similarities of climate in

his Los Olivos area vineyard and the Puglia region, Mr. Joughin thought this would be an interesting selection as well as a very good food wine.

2004 was a very low yield year in the Joughin Vineyard with harvest levels about half of what we usually expect from Mr. Joughin's vineyard. The resultant wine is the most concentrated and aromatic Primitivo that Bruce has been able to make from this vineyard. Interestingly enough, grapes were picked at riper sugar and flavor levels nearly a month before this same section was picked the previous year. Another test for two old viticultural theories: the "tiny crop" theory of reduced yields offering up more concentrated wines wins out here for the "long hang-time" theory yielding riper flavors was not in evidence...at least when 2003 and 2004 are compared.

This is a terrific wine to experiment with a wide range of flavors and cheeses, we feel the list of food pairings is rather large with this especially concentrated Primitivo tilting things to bigger, richer flavors.



HARVEST

Date: September 17, 2004

Vineyard: 100% Joughin Vineyard

Sugar: 25.9° Brix

Production: 185 cases

Sugg. Retail Price: \$26.00

WINE

Barrels: French, Hungarian and
new American Oak (25%)

Total Acid: .73

pH: 3.42

Alcohol: 16.0%

Date Bottled: June 23, 2006

Residual Sugar: Dry

