



ROAR

2024 SIERRA MAR VINEYARD PINOT NOIR

SIERRA MAR VINEYARD

Sierra Mar is the southernmost site that our family owns and manages. It is our highest in elevation at up to 1,100 feet above sea level. In 2007, Gary Francioni painstakingly planted it, and drilled a well which pumps water three miles up the hillsides to make irrigation possible. The heavily sloped terrain and thin soils encourage deep root systems and drainage. Its elevation often places Sierra Mar around the fogline, adding to its diversity and mystique. This slightly warmer site also experiences heavy winds in the afternoon along with cooler nights help retain natural acidity.

WINEMAKER NOTES

From the high elevations of Sierra Mar, where sweeping views overlook the valley below, this Pinot Noir reflects the vineyard's layered terrain and diverse clonal mix. Aromas of violet perfume, black cherry, and plum lead into a medium-full palate that builds from dark cherry and chaparral into savory notes of charcuterie, clove, and cinnamon. The finish lifts with red fruit, white pepper, and herbal texture, revealing Sierra Mar's exotic and spiced expression.

VINTAGE SUMMARY

The 2024 vintage opened with a return to normal winter rainfall at approximately 13 inches. While our region remains inherently cool, the summer brought a run of 85+ degree days compared to especially cool recent vintages like 2023 and 2025. A brief burst of heat around Labor Day initiated harvest in our earlier-ripening blocks, and was followed by a cool, steady Fall that extended hangtime and allowed flavors to deepen. These conditions produced a harvest that unfolded in two distinct phases: early lots offered vibrant, juicy fruit with bright natural acidity, while later lots had developed concentrated flavors and richer textures. Together, these contrasting components created exceptional blending opportunities in the cellar.

Winemaker: Scott Shapley

Appellation: Santa Lucia Highlands

Farming: Sustainable (SIP Certified)

Harvest: August 27 - Sept. 26, 2024

Clones: 667, Pisoni Clone, Swan, 943

Oak: 100% French oak, 62% new

Aging: 10 months in barrel

Acid: 3.64 pH

Alcohol: 14.8%

2024: 97 pts, *Jeb Dunnuck*

2023: 96 pts, *International Wine Report*

2022: 95 pts, *Lisa Perrotti-Brown, MW*

2021: 95 pts, *Wine Enthusiast*

2020: Not produced due to CA wildfires

2019: 96 pts, *Wine Enthusiast*

2018: 95 pts, *Robert Parker*

32070 River Rd, Santa Lucia Highlands, CA 93960

contact@roarwines.com (800) 540-ROAR www.roarwines.com



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WINEMAKER NOTES

This high-elevation Pinot Noir from our dramatic estate vineyard offers an alluring bouquet of violet perfume, black cherry, plum, and a touch of sagebrush. The palate unfolds with vibrant black cherry, and clove, deepening into spiced fruit, vanilla, and violet pastilles. Hints of blueberry emerge on the back palate, leading to a smooth, long finish of spice and anise. Balanced acidity and textured tannins complement its floral and dark fruit character. While a huge undertaking to plant and farm this property, each sip is as stunning as the vineyard it hails from.

VINTAGE SUMMARY

The 2023 season rewarded patience and precision. Generous winter rains of 22.5 inches, well above our typical 14 inches, replenished vines and fostered healthy canopies, minimizing irrigation needs. Budbreak, bloom, and veraison arrived about two weeks later than average. A mild spring and summer gave way to a long, gentle ripening period. A brief warm spell in early October pushed the fruit to optimal ripeness, leading to a brisk harvest that was later than normal. In the cellar, fermentations were slow and steady, allowing the wines to develop beautifully.

Winemaker: Scott Shapley

Appellation: Santa Lucia Highlands

Farming: Sustainable (SIP Certified)

Harvest: October 7 - 17, 2023

Clones: 667, Calera, 943, Pisoni,
Swan, Pommard

Oak: 100% French oak, 65% new

Aging: 10 months in barrel

Acid: 3.72 pH

Alcohol: 14.8%

2023: 96 pts, *International Wine Report*

2022: 95 pts, *Lisa Perrotti-Brown, MW*

2021: 95 pts, *Wine Enthusiast*

2020: Not produced due to CA wildfires

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