



ROAR

2024 SIERRA MAR VINEYARD SYRAH

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 Franscioni 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 a distinctive block at Sierra Mar, this Syrah delivers a bold yet balanced expression shaped by the vineyard's rugged conditions. Aromas of cassis, smoked meats, and white pepper lead into a full-bodied, viscous palate layered with black currant, anise, and hints of apricot. Co-fermented with 1% Viognier, the wine gains lift and polish. The finish is long and savory, with notes of plum and blueberry carried by fresh acidity and textured tannins.

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.

32070 River Rd, Santa Lucia Highlands, CA 93960

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

Winemaker: Scott Shapley

Appellation: Santa Lucia Highlands

Farming: Sustainable (SIP Certified)

Clones: Alban, 39% Whole Cluster

Harvest: October 9, 2024

Oak: 100% French oak, 29% new

Aging: 14 months in barrel

Acid: 3.83 pH

Alcohol: 14.8%

2024: Not yet rated

2023: 97 pts, Jeb Dunnuck

2022: 96+ pts, Lisa Perrotti-Brown, MW

2021: 97 pts, Jeb Dunnuck

2020: Not produced due to CA wildfires

2019: 95 pts, Jeb Dunnuck

2018: 96 pts, Jeb Dunnuck



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WINEMAKER NOTES

Aromas of blackberry jam, blueberry syrup, forest floor, and violets evolve into savory, meaty notes. The dense, textured palate begins with blackberry jam, black currant, and anise, progressing to lush dark fruit, charcuterie, and hints of black pepper and loam. A tight, lifted finish showcases anise, apricot, and dark cherry candy. Balanced acidity and savory tannins frame its jammy fruit and dark herbal character. Co-fermented with 1.5% Viognier for extra polish and lift.

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)

Clones: Alban, 47% Whole Cluster

Harvest: November 3, 2023

Oak: 100% French oak, neutral

Aging: 14 months in barrel

Acid: 3.75 pH

Alcohol: 14.8%

2023: 97 pts, Jeb Dunnuck

2022: 96+ pts, Lisa Perrotti-Brown, MW

2021: 97 pts, Jeb Dunnuck

2020: Not produced due to CA wildfires

2019: 95 pts, Jeb Dunnuck

2018: 96 pts, Jeb Dunnuck

2017: 97 pts, Jeb Dunnuck

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