



# ROAR

## 2024 SANTA LUCIA HIGHLANDS PINOT NOIR

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### APPELLATION

The Santa Lucia Highlands AVA benefits from a rare combination of abundant sunshine and a powerful cooling influence from Monterey Bay's deep submarine canyon. The daily afternoon winds, reaching up to 25 mph, slow down ripening, enhance phenolic development, and create wines with exceptional depth, balance, and aging potential. The long growing season, free from the threat of fall rains, allows winemakers to achieve optimal ripeness while preserving vibrant acidity.

### WINEMAKER NOTES

This Santa Lucia Highlands blend captures the full breadth of the appellation, drawing from vineyards that stretch twelve miles from the cool north to the warmer south. Aromas of cherry, leather, and sagebrush set the tone. The medium-full palate layers red and black cherry with mushroom, pencil shavings, and a thread of dark cola. Bright acidity and citrus rind bring lift and contrast, balancing the wine's juicy core and finishing with the feeling of hiking through the Highlands.

### 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 31 - October 2, 2024

**Clones:** 667, Pisoni Clone, Calera, 23,  
Swan, 943, Pommard

**Oak:** 100% French oak, 48% new

**Aging:** 10 months in barrel

**Acid:** 3.67 pH

**Alcohol:** 14.8%

**2024:** 95 pts, *Jeb Dunnuck*

**2023:** 96 pts & Editors' Choice,  
*Wine Enthusiast*

**2022:** 93 pts & Editors' Choice,  
*Wine Enthusiast*

32070 River Rd, Santa Lucia Highlands, CA 93960

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



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### WINEMAKER NOTES

This Santa Lucia Highlands blend captures the essence of the appellation, sourced from vineyards spanning 12 miles from the cool north to the warmer south. Aromas of luscious vanilla, leather, and chaparral are matched on the rich palate as it builds with blackberry, and hints of Piccholine olive and black licorice. The long, creamy finish showcases cherry candy and a touch of cinnamon spice. Bright acidity and supple tannins complete this balanced and expressive wine.

### 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:** Sept. 29 - October 17, 2023

**Clones:** Pisoni, Pommard, 777, 667,  
Calera, Swan, 23, 943

**Oak:** 100% French oak, 50% new

**Aging:** 10 months in barrel

**Acid:** 3.65 pH

**Alcohol:** 14.8%

**2023:** 96 pts & Editors' Choice,

*Wine Enthusiast*

93 pts, *Vinous*

**2022:** 93 pts & Editors' Choice,

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93 pts, *Jeb Dunnuck*

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