



ROAR

2024 SIERRA MAR VINEYARD VIOGNIER

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

Perched above the fog line, this limited-production Viognier captures the vibrancy of Sierra Mar's cool-climate slopes. Aromas of stone fruit, jasmine tea, and chalk lead into a medium-full palate layered with apricot, orange zest, and hints of white nougat and caramel. A bright lift of nectarine and green tea carries through the finish. ROAR is the sole producer of Viognier from this dramatic site, with only two barrels made this vintage.

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)

Clones: Alban

Harvest: September 27, 2024

Oak: Neutral French oak

Aging: 10 months in barrel

Alcohol: 14.8%

Acid: 3.68 pH

Production: 61 cases made

2024: *Not yet rated*

2023: 92 pts, *Antonio Galloni's Vinous*

2022: 93 pts, *Lisa Perrotti-Brown, MW*

2021: 92 pts, *Antonio Galloni's Vinous*

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