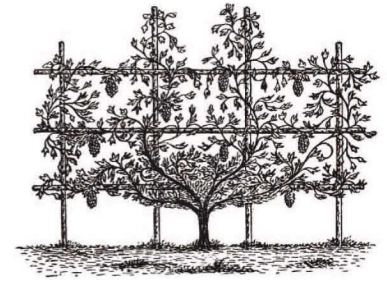




2010 Fluffy Billows Cabernet Sauvignon, Oakville Technical Sheet



Fluffy Billows

Harvest Notes

On the whole, 2010 season saw great weather throughout the year. The spring had no major frost incidents or rain during flowering, which led to a good fruit set. The summer was long, with average temperatures throughout letting the grapes ripen at their leisure. The one big weather issue we faced was an unpredicted heat spike the first week of August. In many trellis systems the shoots are positioned upright, leaving little shade for the fruit. For this reason, scores of vineyards throughout Napa Valley were badly sunburned during the spike. Having a more old fashioned sprawling trellis gave Fluffy the protection it needed to weather the heat wave unscathed. From here it was smooth sailing until harvest.

Tasting Notes

I can say without hesitation that this is far and away the Fluffiest the Billows have been to date. 2010 had its challenges, as most vintages do, but when the heat spike in early August had most vineyards sweltering, the dry-farmed, deep roots of the elder Fluffy vines laughed at the thought of allowing the grapes to suffer. In fact, the traditional lazy canopy structure of the vines allowed more than adequate shade for the Cabernet. The result is a wine bursting with black currant, succulent blackberries, anise, cardamom, and hints of nutmeg. The rich palate is lifted by a bright layer of acidity that balances the intense fruit and leads to a long, beautiful finish.

Winemaking Notes

The Cabernet fruit was hand-picked into macro bins, then sorted, de-stemmed, and crushed into stainless steel tanks. Cold soaking was carried out over 24 hours, and the must was inoculated and pumped over one to three times per day, then pressed before finishing primary fermentation. Once dry, the wine was racked to barrel and inoculated for malolactic fermentation. It was racked again at the conclusion of secondary fermentation and twice more before bottling. Though it was filtered, owing to its time in barrel, fining was determined unnecessary.

Fluffy Billows 2010 Facts:

Appellation:	Oakville, Napa Valley
Harvest Date:	October 5 th
Varietals:	100% Cabernet Sauvignon
Barrel Age:	23 months
	50% new French
	50% neutral
Bottle Size:	750ml
Production:	467 cases
Alcohol:	13.8% by vol.
Total Acidity:	5.2g/L
pH:	3.62