

# Roar

Founded by growers Gary and Rosella Francioni, Roar Wines is a small, family-run producer of Pinot Noir and Syrah from the elite vineyards of Santa Lucia Highlands. ROAR wines are made in collaboration with noted winemakers Ed Kurtzman (August West wines) and Adam Lee (Siduri, Novy wines) from fruit grown at the Francioni's own Rosella's Vineyard, the Garys' Vineyard, which they co-own with the Pisoni family and from Pisoni Vineyard.



Devotees of the region and the varietals will discover through this pedigree the quintessential Pinot Noirs and Syrah of the Santa Lucia Highlands. Since their initial release in 2003, the winery has enjoyed tremendous critical success; receiving stellar scores from influential wine reviewers including Robert M. Parker, Jr. who said of ROAR " These brilliant Pinot Noirs are among the finest produced in California. (ROAR) also does a terrific job with Syrah."

The Francionis are a family winery specializing in small lots of Santa Lucia Highland's Pinot Noir, Syrah and beginning in the summer of 2009, Chardonnay. Their roots in the Santa Lucia Highlands are quite deep. Both Gary and Rosella grew up in California's agricultural heartland where Gary's family has farmed for over 100 years. After graduating from Cal Poly with a degree in agribusiness, Gary took over the running of the family farm business, which owned and managed over 200 acres of row crops in the Salinas Valley. Recognizing the region's potential for premium wine grapes, we planted Rosella's Vineyard in 1996. They also co-own and manage the Garys' Vineyard with Gary Pisoni of Pisoni Vineyard.

## Pinot Noir

## Sierra Mar



**Varietal/Blend:** Pinot Noir

**Farming Practices:** sustainable

**Vineyard:** Sierra Mar Vineyard

**Soil:** Arroyo Seco sandy loams

**Vine Training:** Guyot

**Harvest Technique:** by hand

**Yeast:** selected

**Fermentation:** crushed to open-top fermenters /  
settled in tank and racked to barrel

**Malolactic:** yes

**Maturation:** 11 months in French oak (65% new)

**Alcohol:** 14.8%

**Fined:** no

**Filtered:** light

**Country:** United States

**Region:** Monterey County

**Subregion:** Santa Lucia Highlands

Dark mountain berries and spice dominate this Pinot, with a stream of fine minerality snaking through. Wild, savory elements interplay with plump fruit flavors. A delicate, yet mysterious red that plays well with many cuisines.