



# SCHEID

VINEYARDS



## TASTING NOTES

### 2012 ZIN BOB'S WAY

Al Scheid and Lodi grape grower Bob Hartzell go way back. Waaaaay back. Hanging out with the two of them is always entertaining, the zingers flying back and forth and hearing the never-ending supply of Lodi jokes from Al's arsenal. While it's true that Al wishes to never be stuck in Lodi again, even he has to admit that Lodi is Zinfandel heaven. So after humbly apologizing for his umpteenth Lodi joke and promising to play nice, Al finally got Bob to break loose with a few tons of his precious fruit. With ripe, juicy flavors of black cherry and raspberry unfolding into a luscious, satisfying finish, we're proud to present our 2012 Old Vine Zinfandel or, as we affectionately call it, Zin Bob's Way.

## VINEYARD

Zinfandel is a varietal that is uniquely Californian and Lodi is the self-proclaimed Zinfandel Capital of the world, producing over 40% of California's premium Zinfandel. The vines for our Old Vine Zin were planted by long-time grower Bob Hartzell in 1974 and are on their own roots. They are traditional, natural-rooted, head-trained vines, with thick, gnarled and twisted trunks. This old school style – instead of the more modern trellis systems used in today's grape growing – results in lower yields, smaller berries, and intense, concentrated flavors. The 2012 growing season was picture-perfect, with temperate springtime conditions and summer months that never got too hot. Excellent harvest-time conditions allowed Bob to let the grapes hang until optimal ripeness was achieved.

## WINEMAKING

The grapes were hand-picked into half-ton bins. Upon arrival at the winery, they were destemmed and crushed into small fermentation bins. During the height of fermentation, the firm cap of skins and seeds that bubble up and form on the surface during red fermentation was punched down three times per day. The juice was held on the skins for about 2 weeks before being gently pressed to stainless steel tanks. After settling the heavy solids, the juice was racked clean to barrels for secondary fermentation and aging. Our barrel regimen was 43% new oak, comprised of 57% American and 43% Hungarian oak. Barrel aging continued for 20 months before bottling. A shot of Syrah was added to the final blend to punch up the fruit.

## VARIETAL

97% Zinfandel  
3% Syrah

## VINEYARDS

97% Lodi  
3% Monterey

## HARVEST DATE

September 20, 2012

## HARVEST BRIX

24.7°

## APPELLATION

Lodi

## ALCOHOL

14.5%

## PH

3.65

## AGING

100% barrel-aged for 20 months, combination of 57% American and 43% Hungarian oak

## CASES PRODUCED

135

## BOTTLING DATE

June 27, 2014

## SUGGESTED RETAIL

\$28.00 / bottle

[WWW.SCHEIDVINEYARDS.COM](http://WWW.SCHEIDVINEYARDS.COM)

## CARMEL TASTING ROOM

SAN CARLOS & 7th  
CARMEL, CA 93923  
831.656.WINE (9463)

## GREENFIELD TASTING ROOM

1972 HOBSON AVENUE  
GREENFIELD, CA 93927  
831.386.0316