Winemaker Notes
Making a young Merlot requires a coordinated effort on the part of the vineyard staff and the winemaker, to grow the grapes and make wine with the knowledge that the wine is slated for early release. The wines color immediately impresses with rich dark purple hues. There is a wonderful complexity of aromas with raspberries and red cherries and added hints of dark chocolate, nutmeg and earthy herbal characters. The flavors mimic the aromas with added hints of vanilla and well integrated toasted oak. There is good structure, medium plus body, and is very nicely balanced as it glides over the palate with a pleasing, clean finish.

The Vineyards
For only the second time, we’ve used Merlot from area known as the ‘Estrella Triangle’ which is in the heart of the Paso Robles AVA. The vineyard is sustainably farmed and is 17 years of age. We blended in some Petite Sirah and Cabernet Sauvignon this year for added complexity and depth. The wine was bottled April 2, 2017.

The Vintage
During the growing season, the Paso Robles AVA is typically sunny, with warm daytime temperatures. The temperatures drop nicely at night, and this offers the opportunity for great grape production. The harvest was 10 days later than the last few years which was more like a normal harvest. The Merlot was picked late September with the Petite Sirah and Cabernet Sauvignon harvested in early October ahead of the early fall rains.

Pairing
This Norma Jeane, is a natural with pizza, paninis, and pasta.

Photograph
In early, rarely seen glamour photographs by Bruno Bernard, known as Bernard of this Hollywood, you see a 20-year-old Norma Jeane with an eager smile and wide eyes, doing a pinup pose with a very un-pinup expression.