

PRIDE

MOUNTAIN VINEYARDS

#ONERANCHTWO COUNTIES



WINTER 2021



This page: Second-generation vineyard team member, Martin Castañeda, harvests grapes in 2018.

Opposite page: Winemaker Sally Johnson and Lead Mechanic-Production Crew member, Ruben Ayala, oversee pumpovers.



PRESENTING

2018 MERLOT | 2018 CABERNET SAUVIGNON

Long and even growing seasons are the marvels of winegrowers' dreams. While they are unicorn vintages in many growing regions, we are unusually fortunate on Cali's North Coast to see at least one, if not a few of them each decade. Atop the Mayacamas Mountains, at 2100 ft elevation, Pride is blessed by good weather and optimal growing conditions almost all of the time. Higher altitude brings later bud breaks in the spring. Summer afternoons are cooler, without the daytime highs of the neighboring valleys, and our nights are warmer. This means the metabolic functions of the vines don't shut down in the evening and the growth process of the vine is measured. Our harvests run late because of our microclimate considerations and it's not rare for us to be picking grapes late into October.

What does all of this mean for a vintage like 2018 at the historic Summit Ranch? Keep in mind that a cool vintage for the valley floor means even more modest temperatures on the mountaintop. So, in 2018, our grapes had a lot of hang time. The pace of harvest was languorous and dreamy... until it wasn't. An Indian summer finally brought the heat we'd been waiting for and, all at once, Franc, Merlot, and Cabernet Sauvignon were ready to pick. The grapes came in over the span of a month,

into the beginning of November. We actually had to space out the harvest based on tank space and this led to staged picks and a pantheon of flavors and complexity in the resulting wines.

The fruit from 2018 was pristine, varietal, and pure with our signature mountain flavor intensity. The vintage is less about power and more about grace. Vintages like 2018 make for wines with really integrated tannins that are beauties right out of the gate. However, just because a wine doesn't have big tannins doesn't mean that it's a wine solely for early consumption. All one needs to do is look at Burgundy to know it's not tannin that ages wine. It's acid. With the great flavors, balance and nuance in our 2018s, lifted by a solid structural core of acidity, these wines will go the long haul. Indeed, 2018 Pride wines showcase our inimitable place on the mountain and winemaker Sally Johnson's adept skill at making wines that taste delicious all the time. Crack a bottle and let us know what you think. And when it's safe again, come see us up on the mountain. Let's walk the vineyards, take in the views, and drink some wine. Until then, take good care. We can't wait to see you in person at the ranch, or on the road.

Steve, Sally + Yohannah

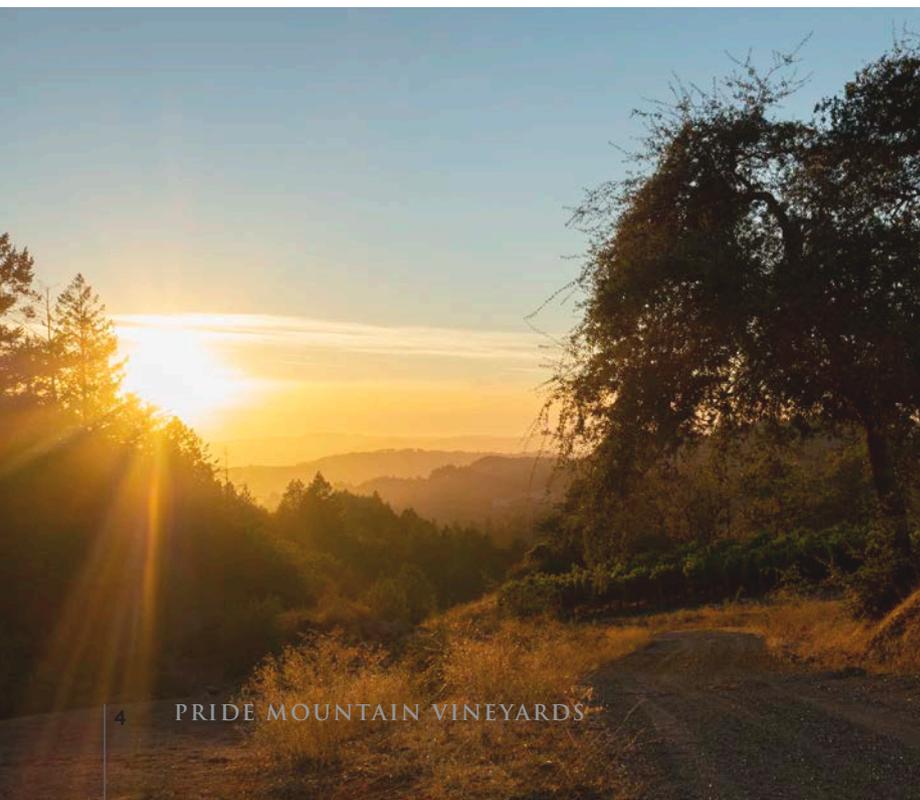


EST. 1872

historic Summit Ranch

You've probably noticed that our wines carry a Napa-Sonoma designation. For those of you not familiar with the backstory, our property sits at the crest of the Mayacamas Mountains on the Napa-Sonoma county line. Most of the wines are estate, but because we rest in two AVAs, we cannot put the "Estate" moniker on our wines. Far from regional blends, Pride wines are emblematic of our mountaintop terroir and unique position both within two counties and also as a place unto ourselves.

The property is rich in history. It was first planted to grapes in 1885 and construction of the historic Summit Winery was completed in 1890. With the stone ruins of this ghost winery, Pride is among the oldest winery sites on the Mayacamas Mountain ridge. It's hard to track the entire history of the property. Residing within two counties, each county assessor thought it was the other's responsibility to oversee the estate, resulting in long periods of





lapsed record-keeping. The Summit Winery burned down sometime during prohibition - accidentally-on purpose - having been planted to orchards as the opportunities for wine production waned. Since roads to the top of Spring Mountain were not paved until the 1950s and 60s, it was a hard property to manage logistically and commercially. After a period of successive owners, the ranch was purchased by the Gamble family in the 1960s, who took it upon themselves to replant the property to vines. Thus the modern era of Summit Ranch farming was initiated.

The modern era of winemaking began shortly after Pride Mountain founders, Jim and Carolyn Pride, bought the ranch from the Gambles in 1990. Over the next 14 years, Jim and Carolyn grew the property into the iconic estate that it is today. Jim's passing and siblings Steve and Suzanne's purchase of the ranch took place in 2004. This coincided with the only winemaker transition that Pride has experienced. Today, Sally Johnson oversees winemaking with Steve Pride. Over the years, the style of wines has gone through a subtle yet important transformation. The use of new oak has been significantly reduced so that the nuances of place and varietal character are more present. They have Sally's hallmark wine growing all over them: sumptuous and generous, yet at the same time vibrant, floral, spicy, and savory with textured mountain tannins.







ABOUT

OUR MOUNTAIN VITICULTURE

1

HEAT SUMMATION + RIPENING

At 1800-2100 feet elevation, the altitude mitigates the diurnal tendencies of the valley floor. Thus, there is less day to night time variation in temperature, with a generally cooler overall climate, and a longer growing season

2

PHENOLIC DEVELOPMENT

We receive about 25% more UV light than vineyards on the valley floor. Most of our vines are planted with some degree of southerly exposure, allowing the grapes to soak up the sun. This is what defines the "mountain character" of our wines: bold and elegant tannins and deep color extraction.

3

FARMING TO SPECIFIC SITES

At the crest of the Mayacamas Mountain range, there is incredible diversity of soil. We divide the ranch into 34 different vineyard blocks and plant rootstocks and clones to best match each site.

4

TEAM CONSISTENCY

Our vineyard crew of 15 is part of the multi-generational Pride family. There are no seasonal workers to train. We employ a full-time, year-round, knowledge-based crew to farm to Steve Pride's specifications.



CABERNET SAUVIGNON

AS ONE OF SPRING MOUNTAIN'S STANDOUT CABERNETS, THIS BEAUTY EMBODIES PURITY, AROMATICS, CONCENTRATION, AND FINESSE. IT IS THE LINCHPIN OF OUR PORTFOLIO.

2018 Cabernet Sauvignon

Black currant, Morello cherry, and just-ripe black mission fig dance with aromas of sage brush, nag champa incense, candied violets, star anise, and black truffle. The palate is dense and compact with incredible structure. The generous fruit of the nose gives way to power and intensity with aromas of the forest, while layers of complex black and red fruit, sandalwood, bay, and graphite linger with velvety tannins on the long and dynamic finish.

NOT YET RATED

MERLOT

THE QUINTESSENTIAL MOUNTAIN MERLOT AND AN ICON FOR THE CATEGORY, OUR MERLOT SHOWS THE SERIOUSNESS OF MOUNTAIN FRUIT WITH VOLUPTUOUS, SENSUAL TEXTURE AND REFINEMENT.

2018 Merlot

Incredibly perfumed and lifted with black cherry, black raspberry, sage brush, garrigue, fresh tobacco, licorice, earl grey tea, violet, and lavender. The palate is round and chewy with a velvety middle and eternal finish. Hints of oak frame the wine and a strong bead of black volcanic minerality persists alongside the glorious fruit. Delicious now, this mountain Merlot will reward time in the cellar and evolve elegantly.

93 POINTS, VINOUS



CABERNET FRANC

ONE OF PRIDE'S CULT BOTTLEINGS, THIS LIMITED RELEASE SHOWS ALL OF THE FLOWERS AND SPICE OF FRANC WITH THE UTMOST GRACE. ALLOCATED TO STRONG SUPPORTERS OF THE ESTATE.

2018 Cabernet Franc

The wine is intensely aromatic with ripe red raspberry and currant comingling with blackberry and black mission fig. Graphite, cedar, and bay leaf blend with hibiscus flowers, bergamot citrus, and exotic spices like star anise and Szechuan pepper. The palate is rich and layered without being heavy. The fruit is framed and balanced by textured and supple tannins. The finish is persistent and long, driven by vibrant fruit and spices.

94 POINTS, VINOUS



SYRAH

REDOLENT OF MOUNTAIN ROCKS, PURPLE FLOWERS, AND WILD GAME, OUR SYRAH TAKES IT TO THE NEXT LEVEL WITH DENSE FRUIT AND LAYERS UPON LAYERS OF FLAVOR AND AROMATICS.

2018 Syrah

Inspired by the greats of Côte Rôtie, Viognier is cofermented with Syrah to amplify the aromatics and color. With notes of blackberry, mulberry, Niçoise olive, cured meat, truffle and black pepper, this wine has dense texture that is also lifted, with integrated tannins and lots of power.



94 POINTS, VINOUS



VIOGNIER

A BENCHMARK FOR NEW WORLD VIOGNIER, THIS WINE SHINES ALONGSIDE THE CLASSICS OF CONDRIEU AND VIOGNIER THE WORLD OVER. ALLOCATED IN SMALL QUANTITIES SEASONALLY.

2019 Viognier

This luscious wine exudes fragrances of peach, lemon zest, nectarine, gardenia and dried rose petal. The palate is round and balanced, possessing a delightful tension between the unctuous classic viognier character upfront and a refreshing tingly verve on the long finish.

93 POINTS, VINOUS

CHARDONNAY

STEPPING OFF THE MOUNTAIN TO INCLUDE THE COOL SURROUNDS OF CARNEROS AND OAK KNOLL, OUR CHARDONNAY BALANCES LUSH AND ROUND WITH MINERAL AND BRIGHT TO REVEAL THE WHOLE PACKAGE.

2018 Chardonnay

2018 was an excellent year for Chardonnay, producing wines with great acidity, expressive flavors and a delicate weight on the palate. Each block was whole cluster pressed and then racked to French oak barrels, 12% new, for fermentation. Green apple, Bartlett pear, peach, white flowers, and candied ginger define the aromatics with plenty of citrus on the palate, moderate richness, and layers of fruit on a long, flavorful finish.



93 POINTS, VINOUS



WHOLESALE@PRIDEWINES.COM

WWW.PRIDEWINES.COM