

2011 Forge Cellars Pinot Noir

Production: 185 cases (12 bottle case)

Suggested Retail: \$25

Release date: November 2012

Tasting notes: Pure aromas of red fruits, strawberries, raspberries with a perfume of violet. The palate is very charming and bright. There is a delicacy and precision along with the underbrush and earth component that embodies cool-climate Pinot Noir. This Pinot is about charm, purity and gracefulness.

2011 Forge Cellars Pinot Noir “*les Alliés*”

Production: 65 cases (12 bottle case)

Suggested Retail: \$32

Release date: March 2013

“*les Alliés*” - This a bottling we will only do if the vintage allows it. For instance, we made no Riesling *les Alliés* in 2011. This bottling (which means “the allies”) is a celebration of the unique partnership of Forge Cellars at its best. With *les Alliés*, we want to show the unique personality of the Finger Lakes and what is capable here. A majority of the grapes for this wine come from old vines from John Leidenfrost’s vineyard on the east side of Seneca Lake. From the beginning, the wine showed such a distinctive character that we knew this should be bottled separately and see additional aging.

Tasting notes: Bramble, earth and iron blend with brooding dark fruits on the nose. On the palate, the wine is savory with great depth -- black fruits, leather and soil notes meld seamlessly. The mid-palate is broad, fleshy and concentrated with good grip. The finish is long with sweet fruit and wet stone.

VINTAGE 2011:

The vintage exhibited the full spectrum of possibilities -- incredible heat and intense rainfall. The keys to vintage 2011 were working with growers who raised healthy fruit, pushing the picking envelope to get optimal ripeness at each site (while dodging storms), recognizing the flavor development of each row of vines, and meticulously culling out only the best grapes for our wine. 2011 was the epitome of cool climate growing and showed the importance of having many vineyard sites to choose from.

VINEYARDS FOR 2011:

In 2011 we worked exclusively on the East Side of Seneca Lake, known as the “Banana Belt”. Norebud farms provided an earth component, Leidenfrost provided an intense black fruit and mineral component and Harvest Ridge was so much about pure, red-fruit aromatics and charm.

WINEMAKING:

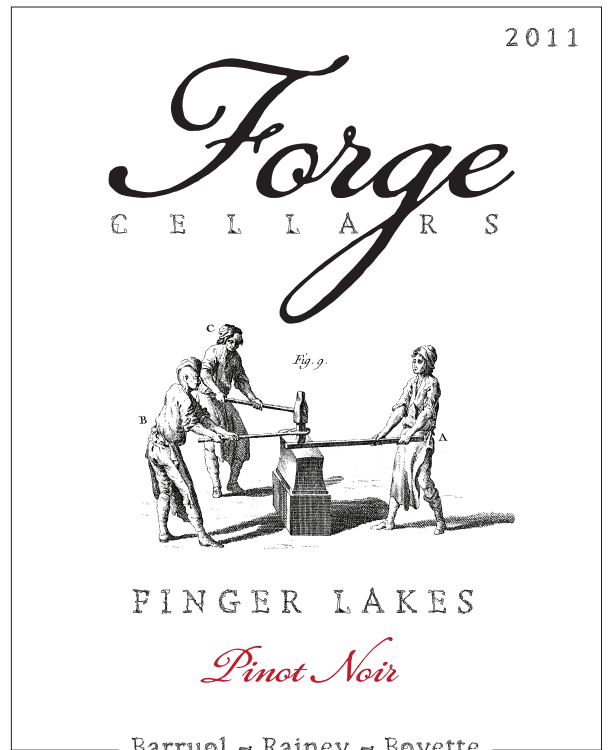
We picked into small 30 pound “lugs” and then quickly, working in small batches, took the fruit to the winery and did another “berry-by-berry” hand sort. This was incredibly important for 2011. We used about 35% whole cluster and the rest we de-stemmed. The fruit goes into our oak fermentation vats for a fairly long, mild natural fermentation. After fermentation, the wines are aged in older French oak barrels for approximately one year before bottling. We bottled both Pinot Noirs without fining or filtration. Both the Forge Pinot and *les Alliés* are handled in the same manner, with only *les Alliés* seeing longer bottle aging.

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THE FINGER LAKES STORY

The region, part of the Allegheny plateau, was, millions of years ago, under water. This led to soil deposits accumulating throughout the region dependent on the nature of the geological cycle at the time. Then came the great upheaval that lifted the area almost horizontally, creating many rivers and thus, the origins of several of the lakes in the region. As the ice age(s) came they deepened and

widened those original streams and rivers. The result is the Finger Lakes Region that we know today. What is so unique is the varied profile of the soils we have along the shores of the lakes and as well, the unique micro-climates that are created from such deep expanses of water. Along the slopes you will find sandstone, shale and glacial till with a high percentage of limestone in the soils.

LAKE FACTS - WHERE THE FORGE VINEYARDS ARE LOCATED

SENECA LAKE	LENGTH	DEPTH
Second longest of the Finger Lakes but with the largest volume (roughly half of all the water in the Finger Lakes) and with a surface area of 42,800 acres. The lake is fed by underground springs, meaning it rarely freezes and the temperature is kept at a near-constant 39f	38 miles	Max - 618 ft Aver. - 291 ft
CAYUGA LAKE		
This the longest of the Finger Lakes with steeper slopes on both the east and west sides than Seneca Lake. The last time this lake froze was 1912. Ithaca, home of Cornell University and Ithaca College, is located at the south end of the lake.	40 miles	Max - 435 ft Aver. - 179 ft

Other facts:

- 100+ wineries
- 600+ acres of Riesling (2010), annual production around 100,000 cs
- Finger Lakes AVA (American Viticultural Area) established in 1982 and includes Canandaigua Lake, Keuka Lake, Seneca Lake and Cayuga Lake.

VARIETY	ACRES	% VINIFERA
Pinot Gris	51	3.1%
Merlot	72	4.4%
Gewurtraminer	75	4.5%
Pinot Noir	51	9.0%
Cabernet Franc	72	12.1%
Chardonnay	75	21.3%
Riesling	51	33.0%
Other Vinifera	72	7.5%
2006 Survey Totals	1647	

