

## *CITATION BY FIRESTEED CELLARS*

For more than a decade, Firesteed has produced Pinot Noir in Oregon that is consistently cited as among the world's best values. Our success has relied on both the scientific and artistic abilities of our winemaking staff, with a natural emphasis on the scientific.

Firesteed also challenged its winemakers to make not only one of the world's best value pinot noirs, but to make a wine that is truly world class – a wine that would rival the finest pinot noirs produced in any appellation around the world. This project appeals strongly to the winemakers' artistic talents.

Making a world class wine requires different criteria: from vineyard sourcing, vineyard management, winemaking, aging and packaging. Our success would yield exceptional wine. If we failed, the wine could easily be blended into a Firesteed wine and otherwise disappear.

By 1994, we had identified several vineyards which start this effort. We created entirely different criteria for farming, crop yields and grape quality. Each year, the grapes were hand sorted at the winery and, when crushed, were placed in small open-top fermenters. The caps for the fermenting must were manually punched down several times a day, and the wine was aged in French oak barrels for 12 to 18 months, depending on the vintage. About 20 percent of the barrels are new each year.

During barrel aging, we regularly taste each barrel and identify only those which meet our highest standards. Any barrels that are found to be lacking can be easily blended into another, less expensive Firesteed wine or sold in bulk to another producer. After barrel aging, the remaining wine is blended and bottled. Prior to bottling, we make another judgment to ensure the wine's world class character. In some years, the entire vintage has been "declassified" and either sold in bulk or blended into a lower-priced Firesteed wine.

About 18 months after harvest the wine is blended and bottled. It remains in our cellar for several years, released only when it is ready to be enjoyed.

Although we try to make this wine every year, we appreciate that each vintage in Oregon varies. In some years, although the wine may be good, it may not be great. In those years we will not produce a Citation. The designation Citation is solely dependent upon the excellence of the wine.

### *Is Citation Firesteed's "Reserve" wine?*

The term "reserve" has been too broadly used in the wine business, leaving it with little real meaning. One sees "reserve" on bottles selling for as low as \$10, with no indication of why the wine might be special. We decided to use a proprietary term for our wines that are exceptional and world class. For us that term is "Citation".

### *Is Citation a vineyard designated wine?*

Over the years we have found our blended wines to be significantly superior to those from any single vineyard. The sum is consistently greater than the parts. Oregon is still a relatively 'new' wine producing region, and we feel it is premature to classify and designate single vineyards and micro-appellations. The drive to do so seems driven by promotional, rather than qualitative forces.

We began this project in 1994 and in January 2004, issued our first release: Citation 1994 Oregon Pinot Noir. Citation Pinot Noir will always carry an Oregon appellation, as we believe that a blend will yield the finest wine. This allows us to search the state of Oregon for the finest vineyard sites for this wine.

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