

## 2012 Kevin Olson Vineyard Monterey County Pinot Noir

A beautiful new Pinot Noir to K&L that is mouthwatering and delicious! The Kevin Olson Vineyard is located in Prunedale, California, a scant five miles inland over rolling hills from Moss Landing and the terminus of the 11,000 foot deep Monterey Marine Canyon. It is Monterey County's coldest-climate commercial vineyard, and likely among the coldest in California. The vineyard was planted in 1999, replacing orchards that his family had farmed for generations, on depleted sandy soils. Pinot Noir yields are typically around one ton per acre with tiny clusters and berries. There are 9 acres of Pinot Noir planted to dijon and heritage clones. Picked for balance, 15% whole cluster, remainder whole berry destemmed. Aged 11 months sur lie in 25% new oak barrels, aged another 12 months in bottle prior to release. Bottled unfiltered and unfiltered. Lilac, red cherry, very aromatic, herbaceous undertones, cola nut. Black cherry, starts bright and moves into silky texture. Spicy on the finish, dried cherry, lingering tannins.

In 1882 our family moved from Wisconsin to California, they bought a 360 acre parcel of land, located in what is now considered Prunedale. They chose California to escape the harsh winters of Wisconsin and the idea was to become successful Wheat and Hay farmers. After years of farming Wheat and Hay with little return on their investment they changed gears and began



planting apple and pear trees all over the property. The family consisted of eight brothers and three sisters. One of the brothers had an idea to plant Eucalyptus Trees, the premise was to grow the trees to eventually be used for the manufacturing of paper and potentially to supply timber for Telephone poles, which at that time were being erected all over the surrounding areas. Unfortunately this too was

another failed plan for success, though to this day there are patches of Eucalyptus trees on the property and surrounding properties that date back close to 100 years. Many of their initial ideas for success proved to be ineffective, because of the lack of funds being generated by crops, my ancestors resorted to making Moonshine and Zinfandel Wine in order to make trades for such items like eggs, smoked hams, etc. This led to a life of relative poverty, and after some time most of the brothers moved to other areas to forge out their own livings, leaving behind my grandmother and her brother to keep the ranch afloat. The Ranch due to a lack of funds eventually became entangled in tax debts to the government. With the future of the Ranch hanging in the balance my father Everett Olson came forward and paved the government the back taxes on the property. In doing so my father became the rightful owner of 75 acres of the property but more importantly took control of the Ranch House, the Barns, and all

surrounding buildings. Now in control of his piece of the property my father bought Four Red Angus Cows and got into the business of Beef Cattle. While not the disaster my ancestors went through growing Wheat or farming Apples, the Cattle business never became anything more than an expensive hobby for my father, though he did love having his animals roaming the property and the feeling it gave him of being a Rancher. It wasn't until I became assistant coach for my youngest son's football team that another opportunity presented itself. In conversation with one of the parents on the team I explained who I was and where our Ranch was located, his eyes widened somewhat and he asked if my ranch was the one he saw off of Highway 101 driving through Prunedale, I told him that was indeed our ranch, he said with the west facing slopes and the proximity from the ocean you have a perfect location for a Vineyard. I eventually learned that the man I was speaking with was the head wine maker for Talbot Vineyards. After much consideration and planning, myself, along with my father made the decision to turn the Cattle Ranch into a Vineyard. After the ground was disked and prepped, we planted 10 acres of Chardonnay and 10 acres of Pinot Noir. The clones for the Chardonnay were Talbot's "Diamond T" & "Sleepy Hollow" and the Pinot Noir clones planted were "666" "113" and "667". That was over 15 years ago, in that time our vineyard has come a long way, we've experienced a painful loss with the death of my father, but my sons and I work very hard to make a name in the wine business in honor of him and legacy he left behind

