



Loring Wine Company

Remember, happiness doesn't depend upon who you are or what you have, it depends solely upon what you drink!

My name is Brian Loring and my obsession is Pinot Noir. OK, I'm also pretty crazy about Champagne, but that's another story. While in college, I worked at a wine shop in Hollywood (Victor's), where one of the owners was a Burgundy fanatic. So, my very first experiences with Pinot Noir were from producers like Domaine Dujac, Henri Jaye, and DRC. Needless to say, I found subsequent tasting safaris into the domestic Pinot Noir jungle less than satisfying. It wasn't until I literally stumbled into Calera (I tripped over a case of their wine in the store room) that I found a California Pinot Noir that I could love. But it would be quite a while before I found someone else that lived up to the standard that Josh Jensen had established. I eventually came to understand and enjoy Pinots from Williams Selyem, Chalone, and Sanford, but I really got excited about California Pinot Noir when I met Norm Beko from Cottonwood Canyon at an Orange County Wine Society tasting.

My philosophy on making wine is that the fruit is EVERYTHING. What happens in the vineyard determines the quality of the wine - I can't make it better - I can only screw it up! That's why I'm extremely picky when choosing vineyards to buy grapes from. Not only am I looking for the right soil, micro-climate, and clones, I'm also looking for a grower with the same passion and dedication to producing great wine that I have. In other words, a total Pinot Freak! My part in the vineyard equation is to throw heaping piles of money at the vineyard owners (so that they can limit yields and still make a profit) and then stay out of the way! Since most, if not all of the growers keep some fruit to make their own wine, I tell them to farm my acre(s) the same way they do theirs - since they'll obviously be doing whatever is necessary to get the best possible fruit. One of the most important decisions made in the vineyard is when to pick. Some people go by the numbers (brix, pH, TA, etc) and some go by taste. Once again, I trust the decision to the vineyard people. The day they pick the fruit for their wine is the day I'm there with a truck to pick mine. Given this approach, the wine that I produce is as much a reflection of the vineyard owner as it is of my winemaking skills. I figure that I'm extending the concept of *terroir* a bit to include the vineyard owner/manager... but it seems to make sense to me. The added benefit is that I'll be producing a wide variety of Pinots. It'd be boring if everything I made tasted the same. **All of our wines starting with the 2004 vintage have been sealed with a Stelvin closure. We're committed to getting our product to you in the best possible condition, and we feel that cork's failure rate due to TCA is unacceptable.**



Handcrafted Wines, LLC.



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2006 Loring Wine Company "Gary's Vineyard" Pinot Noir – Santa Lucia Highlands

"There is, as usual with Pinots from Garys', a lusty, almost overwhelming quality to the wine. It's a full frontal assault of flavor, with cascades of cherries, raspberries, cola, licorice, sweet leather and smoky char that go on and on. It's an achievement, but what the wine has in directness, it's missing in subtlety." 88 Points Wine Enthusiast

2006 Loring Wine Company "Keefer Ranch" Pinot Noir – Green Valley (Russian River)

"Medium ruby color; deep, spice and cherry aromas, just a bit closed; ripe, rich, red cherry and forest floor flavors; complex sweet oak notes; silky texture; good structure and balance; long finish. This Pinot has great depth and concentration of flavor with silkiness in the mouth that makes it the perfect match for a mushroom pasta or grilled meats." – 96 Points The Pinot Report

2006 Loring Wine Company "Russell's Vineyard" Pinot Noir – Paso Robles

"Clean, with ripe, pure blackberry and black cherry fruit that's elegant and well-proportioned, ending with a complex mix of dark berry flavors and firm tannins." 88 Points Wine Spectator

2005 Loring Wine Company "Brosseau Vineyard" Pinot Noir – Chalone AVA

"This is a very dry, elegant Pinot Noir that's sleeker and earthier than many other comparably priced Pinots out there. It has what you might call a Burgundian profile, with the cherry, raspberry, cola and spice fruit balanced by truffles, leather and a suggestion of dried pine needles." 93 Points Wine Enthusiast