

# JOLIE-LAIDE

## GSM, NORTH COAST, CALIFORNIA



42% Grenache, 38% Syrah, 20% Mourvèdre. A blend of three distinct yet complimentary terroirs in Northern California. As each site brings its own distinct characteristics to the blend, the playful dance between them is united in this vibrant, concentrated & textured expression of cool climate California Rhone inspired blend.

The North Coast GSM is a blend of three distinct yet complimentary terroirs in Northern California. From Sonoma, they source Syrah grapes grown on ridged and rocky terrain. Just north of Sonoma, in the Yorkville Highlands, they gather Grenache, Syrah and Mourvèdre grapes from the Hawk's Butte vineyard benefiting from its high elevation and proximity to the coast. Continuing further north to Mendocino, is the Alder Springs Vineyard, where the coastal influences, diverse microclimates, varying altitudes and steep slopes provide an ideal environment for Grenache, Syrah and Mourvèdre to flourish. The grapes are foot stomped, and whole clusters are used during fermentation. Native yeasts carry out the fermentation process before the wine is aged in neutral puncheons and barrique. Each vineyard was fermented individually and blended prior to bottling.

Jolie-Laide, founded in 2010 by Scott and Jenny Schultz is a small art house winery based out of Sonoma County, California. The name translates loosely to Pretty-Ugly, a French term of endearment to describe something that is unconventionally beautiful. The duo are co-owners, co-operators and co-winemakers who amassed years of critical working experience at many reputable wineries both in California and internationally. Considered *avant-garde* for challenging the status quo and respected as the vanguard of the "New California"- a movement to bring a more European sensibility of natural winemaking and championing unique yet classic varieties that are relatively unknown here in the United States. Their winemaking ethos is simple: low intervention, naturally minded and less is more. It is their unique ability to seek out spectacular vineyards- triangulating cooler sites, compelling soils and working with pioneering growers, leading to consistently delicious wines. As Scott says, "*The do-nothing approach isn't new by any means; it's just funny how far many have gotten away from it.*"

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### Tasting Note:

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HUNTER VALLEY SEMILLON  
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### Shelf Talker:



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GSM  
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