



MORGAN

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MORGAN COMPLETES SUCCESSFUL 2012 CRUSH

Quality, Quantity Good in the Santa Lucia Highlands

Monterey County, CA The 2012 wine grape harvest has been completed at Morgan's Double L Vineyard in the Santa Lucia Highlands appellation. Total quantities harvested were up from previous years; initial fermentations point to a very high quality 2012 vintage. The harvest began with the picking of three and a half tons of Pinot Noir on September 21 and finished on November 7 with Chardonnay and Syrah. Pinot Noir yields were average while Chardonnay was up approximately 15% over normal.

Proprietor / winegrower Dan Lee comments that "the winter and early spring weather in the SLH was relatively dry compared to previous years, with the temperatures slightly colder due to the lack of storms. The summer was slightly cooler than normal, without many extended heat events. The fall was mild, allowing for slow, gentle ripening. There was a couple of "warming windows" that helped finish up maturation. Unlike other regions that experienced some early fall rains, only a tenth of an inch of precipitation made it to the Double L Vineyard in the Highlands. Mildew pressure was almost nonexistent – this year's crop was the "cleanest" in fifteen years. I have very high expectations for our eventual 2012 vintage wines."

The Double L Vineyard has been "Certified Organic" since 2002 and received its "Sustainability in Practice" certification by the Central Coast Vineyard Team in 2011. The Double L was the first vineyard in the Santa Lucia Highlands appellation to be Certified Organic; it is also the first to hold both Organic and Sustainable certifications.

Organic and sustainable viticulture practices go hand-in-hand and were originally grown from the same roots. Over time, they have developed into two distinct systems and processes. Organic farming practices are site specific, dealing primarily with strict regulations governing use of chemicals in the vineyard. Sustainability could be said to be a "bigger picture" philosophy, taking into account every aspect of a vineyard's operations: social responsibility, clean water, energy conservation, and maintenance of existing habitats are just a few of its components.

"Conscientious viticultural and environmental practices that we apply through the organic and sustainable certification programs directly result in better grapes and wines," comments Lee. "Farming in such a way has been a great thing; we have very healthy vines producing fruit that shows true to its varietal character and Highlands' locale."

With more than thirty years experience, Dan Lee and the Morgan label have been synonymous with artisan, vineyard-centric wines from the Santa Lucia Highlands and Monterey. Dan's conscientious and innovative farming regimens allied with traditional, "minimalist" winemaking techniques craft wines of balance, elegance and distinction.

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