



MORGAN

March 7, 2012
FOR IMMEDIATE RELEASE

Contact: Kristina Brochu
831.751.7777 ext. 17
kristina@morganwinery.com

MORGAN RELEASES “FIRST DECADE” DOUBLE L PINOT NOIR

MONTEREY COUNTY, CA – Morgan Winery’s “First Decade” Double L Vineyard Pinot Noir is now available. This new 2010 release marks the tenth vintage anniversary for one of the Santa Lucia Highlands’ flagship properties and wines.

In 2000, the first harvest occurred at Morgan’s now well-known vineyard – nicknamed “Double Luck” in honor of owners Dan and Donna Lee’s twin daughters. “When we decided to purchase and plant the Double L, we recognized the potential and unique sense of place of the Santa Lucia Highlands,” comments Lee. “Of all the locations we could have selected to establish our estate, this site has proven to be the most perfect. The 2010 Double L Pinot Noir, while still young, is amazing; I have high hopes that this could be the vintage of the decade.”

The 2010 growing season was even longer than most in the Highlands. Above average rainfall in the spring combined with cool summer temperatures to delay the vines by about two weeks. Warm weather in late September ripened the fruit for a harvest that lasted through the end of October. The grapes achieved full phenolic ripeness due to the lighter, concentrated crop.

Only 575 cases were produced of the Morgan Double L Vineyard Pinot Noir. It has a suggested retail price of \$50.

In January, the “first decade” release of Double L Chardonnay was made available to Morgan fans. Throughout the past ten years of Double L bottlings, the property has garnered at least 90 point scores for every vintage of its flagship Pinot Noir.

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.

#