



*"Wine, like life, is meant to be enjoyed.
Our wines not only please the palate,
they inspire the mind and rejuvenate the body.
Our wines foster community, enrich the environment,
and deliver balance and vitality."*

WINE • COMMUNITY • STEWARDSHIP

HEAD HIGH

NORTH COAST



With shared passions for Pinot Noir, surfing, and everything outdoors, wine-multitasker Bill Price and winemaker Sam Spencer launched **Head High** in 2015. The roots for the project are in California's North Coast, where vinegrowing, winemaking, and surfing thrive alongside each other and in many ways for participants present an integrated vision of the world.

These vibrant, flavorful wines encourage exploration of life's pleasures while provoking us to tangible environmentally-thoughtful actions in the world: one dollar for every two bottles benefits community organizations promoting environmental awareness and inspiring outdoor adventure. These are free-spirited, hardworking winegrowers dedicated to creating meaningful wines through vineyard stewardship and sustainable practices. They believe wine can deliver joy while fostering and enriching community, contributing to responsible vineyard stewardship, and promoting the importance of such behaviors.

The indefatigable Bill Price has taken on significant ownership positions and founded a number of wineries including **Kistler**, **Gary Farrell**, **Head High**, and **Lutum**. Besides purchasing the important **Durrell** Vineyard in 1997, Price purchased 5.5-acre **DuPont** in late 2008. In 2011 he acquired 6.5 acre Pinot Noir **Tripp** Vineyard in Western Sonoma. In 2012 he bought 11-acre **One Sky** on the eastern-facing slope at the very top of Sonoma Mountain, and—with other investors—acquired the important **Gap's Crown** in 2012. Price partnered with Atlas Vineyard Management in 2014 to buy **Walala**, perched on Sonoma's Coast overlooking the Pacific Ocean at 1200 feet; 17 of Walala's 97.5 acres were planted in 2005, with the remainder protected in natural state. Price purchased 20-acre **Stoetz Lane** in Sebastopol in 2014.

PINOT NOIR *Sonoma Coast*

The 2014 was harvested September 12th through 30th at Durrell, Wildcat, and Sangiacomo Family (Vella & El Novillero) Vineyards. 4-day cold soak, 9-12 day fermentation, and 10 months in 25% new French oak.

"The 2014 winter and spring were unusually dry. When the rains came the timing was opportune and the vines took full advantage. The first big rain gave the vines some much needed water before an early bud break. The temperate and dry conditions continued to promote growth. An exceptional summer gave way to perfect harvest conditions and teased out the nuances of our sites, developing complexity, aromatics and deep flavors. Our sites were harvested during the cool hours of the evenings or early mornings. At the winery the berries were destemmed and began a four day cold maceration before being inoculated with select yeasts. Fermentation was smooth, allowing for the development of great color and the expression of plush fruit supported by elegant tannins. Working with committed growers, we draw attention to the perspective and scope of Sonoma Pinot Noir. We blend these individual lots to embrace the true breadth of Sonoma Pinot Noir. 2014 Head High is delicious, fresh and richly textured."

Thank you for your time and for your interest in Connoisseur wines.