The Next Great Pinot Noir Area: Santa Lucia Highlands
Society of Wine Educators Annual 39th Annual Conference | August 12, 2015
The Next Great Pinot Noir Area: Santa Lucia Highlands

• Santa Lucia Highlands Overview

• SLH History

• SLH Terroir

• SLH and Hahn Family Wines

• Taste SLH from North to South
SLH OVERVIEW | Where is the Santa Lucia Highlands AVA?
SLH OVERVIEW | Santa Lucia Highlands
• Established in 1991
• Stretches 18 miles north to south above Salinas Valley
• 22,000 acres (total acreage)
• 6,100+ acres under vine
• 46 vineyard properties
• Vineyard elevations from 200 feet to 1,200 feet
• Origins of “Santa Lucia Highlands” Name

• Early Spanish Influence

• California’s Wine Renaissance

• Winegrowing Area Misidentified
SLH HISTORY | Monterey - Region I, II or III Climate?

Figure 12: The climatic regions of California, based on heat summation above 50°F.
SLH TERROIR | Monterey Bay
Cold water off the coast
SLH TERROIR | Fog
**SLH TERROIR | Temperature**

![Bar Chart: Growing Season Heat Summation (Degree Days)]

- **Burgundy, France**: 1982
- **Russian River**: 2580
- **Santa Lucia Highlands**: 2286
- **Santa Maria**: 2201
- **Santa Rita Hills**: 2420
- **Willamette Valley, OR**: 1924

Source: Mark Greenspan, Ph.D., Advanced Viticulture, LLC
SLH TERROIR | Temperature

Average Diurnal Temperature Curve during Ripening

Source: Mark Greenspan, Ph.D., Advanced Viticulture, LLC
Precipitation (in.), YTD Water Year 2015 (Oct-Jun)

Source: National Oceanic and Atmospheric Administration (NOAA)
SLH TERROIR | Wind: Consistent and Unrelenting

“...it is the wind that makes Santa Lucia Highlands different from other cool climate regions; this is what gives grapes their tough, thickened skin and accounts for the high phenolics and flavors in the wines.”

Gary Pisoni
SLH TERROIR | **Wind:** SLH Wind Speeds Compared by Geography

South  

North  

![Map of Vineyards of the Santa Lucia Highlands Appellation](image-url)
SLH TERROIR | **Wind:** SLH Wind Speeds Compared by Geography

![Wind Speeds Graph]

Source: Hahn Family Wines, Puresense
SLH TERROIR | Soil & Aspect

Santa Lucia Highlands: Vineyards on the Bench
SLH TERROIR | Soil & Aspect

Above: Rocky, well-drained soils
Below: Schist (left) & Gneiss (right)

Above & below: Schist (left) & Gneiss (right)
SLH TERROIR | Soil & Aspect: Hahn Family Wines, Hook Vineyard
SLH TERROIR | Local Flora

Chamise Chaparral
SLH TERROIR | Local Flora

^ Chamise (Greasewood)

California Sagebrush

< Black Sage

^ Coyote Brush

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Hahn Family Wines established in 1979 by Nicolaus (“Nicky”) and Gaby Hahn

Purchased two neighboring Monterey County horse and cattle ranches converted to vineyard property, which is now Hahn Estate.

Nicky Hahn led the charge for establishing SLH as an AVA in the 1980s.

SLH earned AVA status in 1991.

Today, the second generation of the Hahn family, Philip Hahn, is taking charge, ensuring Hahn Family Wines continues to lead in SLH.
SLH & Hahn Family Wines | SLH Vineyards

Lone Oak Vineyard
SANTA LUCIA HIGHLANDS
146 ACRES
PINOT NOIR, CHARDONNAY, PINOT GRIS

Doctor’s Vineyard
SANTA LUCIA HIGHLANDS
243 ACRES
PINOT NOIR

Smith Vineyard
SANTA LUCIA HIGHLANDS
130 ACRES
PINOT NOIR, CHARDONNAY

Hook Vineyard
SANTA LUCIA HIGHLANDS
123 ACRES
PINOT NOIR, CHARDONNAY, GRENACHE, SYRAH, MALBEC
SLH TERROIR | Hahn Family Wines 2014 SLH Harvest Data, Vineyards
SLH TERROIR | Hahn Family Wines 2014 SLH Harvest Data
Pinot Noir vs. Chardonnay

Source: Hahn Family Wines
• SLH North
  – 2013 Morgan Double L Vineyard
  – 2013 Lucienne Lone Oak Vineyard Pinot Noir

• SLH Mid
  – 2013 Testarossa Soberanes Vineyard Pinot Noir
  – 2013 Lucienne Doctor’s Vineyard Pinot Noir

• SLH South
  – 2013 Lucienne Smith Vineyard Pinot Noir
  – 2013 Siduri Sierra Mar Vineyard Pinot Noir

• SLH Pinot Noir – Representative blend
  – 2013 Hahn SLH Pinot Noir
2013 Morgan Double L

Northern Santa Lucia Highlands

VINEYARD    Double L Vineyard
ÈLEVAGE     10 months in 100% French oak,
            50% new
ALCOHOL     14.4%
TOTAL ACIDITY .59g/100mL
PH           3.51
CLONES      LT, P5, P4, 115, Swan, 777
2013 Lucienne Lone Oak

Northern Santa Lucia Highlands

VINEYARD  Lone Oak Vineyard
ÈLEVAGE  Aged 14 months in French Oak,
          40% new, balance neutral
ALCOHOL  14.5%
TOTAL ACIDITY  .56g/100mL
PH  3.83
CLONES  Pommard
2013 Testarossa Soberanes

Middle Santa Lucia Highlands

VINEYARD  Soberanes Vineyard
ÈLEVAGE  Aged 10 months in 100% French Oak, 43% New
ALCOHOL  14.1%
TOTAL ACIDITY  .665g/100mL
PH  3.23
CLONES  Pisoni
2013 Lucienne Doctor’s

Middle Santa Lucia Highlands

VINEYARD  Doctor’s Vineyard

ÈLEVAGE  Aged 14 months in French Oak,
         40% new, balance neutral

ALCOHOL  14.5%

TOTAL ACIDITY  .57g/100mL

PH  3.73

CLONES  667, 777, 115, 113, Pommard,
        Jardini
2013 Lucienne Smith

Southern Santa Lucia Highlands

**VINEYARD**  Smith Vineyard

**ÈLEVAGE**  Aged 14 months in French Oak,
             40% new, balance neutral

**ALCOHOL**  14.5%

**TOTAL ACIDITY**  .60g/100mL

**PH**  3.62

**CLONES**  Calera, Jardini
2013 Siduri Sierra Mar

Southern Santa Lucia Highlands

VINEYARD  Sierra Mar Vineyard
ÈLEVAGE    Needed
ALCOHOL    1x.x%
TOTAL ACIDITY .xxg/100mL
PH         3.xx
CLONES    943, 777, Pomard, 23
2013 Hahn SLH Pinot Noir

Santa Lucia Highlands Representative Blend

**VINEYARDS** 52% Smith, 42% Doctor’s, 6% Lone Oak

**ÈLEVAGE** 10 months in 100% French oak, 40% new

**ALCOHOL** 14.5%

**TOTAL ACIDITY** 0.62g/100mL

**PH** 3.68

**CLONES** Pommard, Calera, 777, Jardini, Swan, Mt Eden 115, 2A, 943, 667
Questions?
Many thanks to members of the Santa Lucia Highlands Wine Artisans for their cooperation in putting on this seminar to showcase the region and its wines.

Visit Us Online: HahnFamilyWines.com  |  SantaLuciaHighlands.com
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