

PINOTREPORT

for people passionate about western pinot noir

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A NOTE TO OUR SUBSCRIBERS

PinotReport is about to undergo some exciting changes in format and delivery that I believe will greatly enhance its value and usability to you. These changes will happen over the next two weeks and I will keep you informed of our progress.

Thanks for your support!

-- Gregory S. Walter

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For Details*

World of Pinot Wrap...

TWO DAYS. EIGHT SEMINARS. KILLER LUNCHES. Two big tastings. Two lavish dinners. 127+ wineries. Hundreds of Pinots. Thousands of Riedel glasses. Spitting. Swallowing. Focus. Humor. Serious study. New acquaintances. Old friends. Warm sun. Gorgeous Pacific Ocean views. Bad coffee. And finally, sleep.

That about sums up World Of Pinot Noir for 2004. Hundreds flocked to the two-day event, held Friday, March 5 and Saturday, March 6 at the **Cliffs Resort** on the coast at **Shell Beach, Calif.**, with seminars held at various wineries and other venues in **San Luis Obispo** and **Santa Barbara** counties.

This year's event followed the successful format and structure of the **2003 WOPN** with two notable changes: first, the addition of a second walk-around tasting, the "**Pinot Noir Focus Tasting**" on Friday afternoon; and second, the addition of the "**Santa Barbara-style Paulee Dinner**" on Saturday night. What follows is my recap of the 2004 event. The dates for WOPN 2005 have not been announced as of yet, but tickets will go on sale in October. I would urge each of you—whether you are a consumer who just can't get enough Pinot or a producer looking to connect with that aforementioned consumer—to make a plan and attend the 2005 event. For information on attending, see the end of this story.

The Beginning: Friday, March 5

Friday morning greeted attendees with three (pre-selected at registration) seminar "tracks" to pursue after an hour or so of mingling over coffee and various breakfast treats. Attendees boarded buses to their seminar sites.

My bus headed off to **Talley Vineyards** in the nearby **Arroyo Grande Valley**. The Talley family has a long history of agriculture in Arroyo Grande, beginning in 1948 with row crops. In the 1980s, the family became convinced that their valley was ideal for wine grapes. They planted some test plots and by 1986 were producing their first wines. Today, Talley Vineyards is well known not only for its outstanding Pinot Noirs, but also for Chardonnay and other varietals.

[continued on next page]

OUT IN PINOT COUNTRY...

In our first seminar, “**Custom Farming: Winemaker and Grower Dynamic Duos,**” moderator **Brian Talley** of Talley Vineyards set out to demonstrate the complex relationship between growers and winemakers through the discussion and interaction of four such winemaker/grower teams: from **Argyle Winery, Rollin Soles**, winemaker and **Allen Holstein**, vineyard manager; from **Ancien Wines, Ken Bernards**, winemaker and **Anne Kraemer**, vineyard consultant; from **Siduri Wines, Adam Lee**, winemaker and **Gary Francioni**, grower (and owner **Roar Wines**); from **Au Bon Climat, Jim Clendenen**, winemaker and **Chris Hammell**, vineyard manager, **Bien Nacido Vineyards**.

The bottom line for most of these teams was summed up by Adam Lee speaking about his grower relationships in general and his relationship with grower Gary Francioni in particular: “First, we’re friends, second, we work together to be fair above all and to develop a give-and-take, long term relationship...” They trust and understand that both are on the same team and that in the end they both share a common goal—making a great bottle of wine. Gary Francioni agreed—“Whatever it takes, cluster by cluster, we just do it.”

But sometimes there are conflicts. “In Oregon, because of its diverse range of weather, some of the biggest conflicts arise over making a decision to pick the grapes,” according to Argyle’s Rollin Soles. All agree that overripeness homogenizes Pinot and obliterates any terroir associated with its vineyard of

origin, and that low yields are not always the answer.

It’s my guess that if all panelists could agree on one word to describe not only the nature of the relationship between winemaker and grower as well as what they strive for in the vineyard and in the winery, **that word would be balance.** The always eloquent Jim Clendenen said it for all: “Balance in the vineyard is a radical idea in California. If there isn’t balance, the concept of terroir doesn’t apply. It’s one thing to talk about it; it’s another for both the grower and winemaker to follow through.”

WINES TASTED:

1. Argyle Willamette Valley 2001
2. Argyle Willamette Valley Nuthouse 2001
3. Ancien Sonoma Mountain Steiner Vineyard 2002
4. Ancien Carneros Toyon Vineyard 2002
5. Roar Santa Lucia Highlands Rosella’s Vineyard 2002
6. Siduri Santa Lucia Highlands Garys’ Vineyard 2002
7. Au Bon Climat Santa Maria Valley Bien Nacido Vineyard La Bauge Au-dessus 2000
8. Au Bon Climat Santa Maria Valley Bien Nacido Vineyard Block 2 La Bauge Au-dessus 2002

After a terrific lunch of grilled meats and assorted salads and other side dishes along with some Talley Vineyards wine, we moved on to the afternoon seminar, “**The Emerging AVAs of Oregon.**”

PINOTREPORT

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Gregory S. Walter

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PinotReport is an independent newsletter owned, written and published by Gregory S. Walter. All tastings unless otherwise noted are done blind by the Editor. Any and all opinions and analysis expressed in these pages unless otherwise noted belong to Gregory S. Walter, who has no involvement or connection whatsoever in the production, distribution or sales of wine.

Wine Samples

PinotReport accepts wine samples **of Pinot Noir only** for its “In The Market” and special “Tasting Reports.” All samples should be sent to the following address:

PinotReport

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625 Ross Court
Sonoma, CA 95476
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OUT IN PINOT COUNTRY...

Moderator **Harry Peterson-Nedry**, owner of **Chehalem Wines** in the Willamette Valley led a discussion and tasting focused on the establishment of six new AVAs (American Viticultural Areas) within the established Willamette Valley region. These six new AVAs are currently awaiting TTB approval. If approved, the following new AVAs would be established:

1. Chehalem Mountains: Located in the northern end of the Willamette Valley, The proposed Chehalem Mountains AVA is a 20-mile long area of hillsides, mountains and ridges with a wide variety of soil types and vineyard sites between a minimum elevation of 200 feet and a maximum of 1,000 feet. More than 80 vineyards totaling more than 1,100 acres are planted. Because of the diverse nature of the AVA, a wide variety of Pinot styles result.

WINES TASTED:

1. Adelsheim Vineyards Willamette Valley Calkins Lane 2002
2. Ponzi Vineyards Willamette Valley Reserve 2001

2. Dundee Hills: The area that makes up the Dundee Hills, just outside the town of Dundee, is where the first grapes were planted in the Willamette Valley. More than 50 vineyards comprising 1,250 acres are planted. The area is also colloquially known as the “Red Hills of Dundee” but a naming conflict with other AVAs including the “Red Hills” name forced the shortening of the name. Wines from the Dundee Hills are typically “earthy with lots of red and black fruits as well as notes of truffle, mushroom and leather,” according to panelist Russ Rosner, winemaker at Sokol Blosser.

WINES TASTED:

1. Sokol Blosser Willamette Valley Old Vineyard Block 1999
2. Chehalem Willamette Valley Stoller Vineyards 2002
3. Domaine Serene Willamette Valley Mark Bradford 2000

3. Eola Hills: This AVA encompasses a ridge made up of the Eola Hills in the south and the Amity Hills in the north. The cooling influence of the Van Duzer Gap and the shallow, well-drained soils are among the defining elements of this AVA. Eola Hills wines “are big, full bodied with black fruits and a mineral quality in the nose and on the palate,” according to panelist Marty Weber, winemaker at Antica Terra.

WINES TASTED:

1. Antica Terra Willamette Valley 2001
2. Domaine Serene Willamette Valley Jerusalem Hills 2002

4. McMinnville District: Located southwest of the town of McMinnville in the middle of the Willamette Valley, this AVA features lower elevations (200 feet to 800 feet), a drier and warmer climate and very shallow soils. Currently, there are 523 acres of grapes in the proposed AVA. Wines from the McMinnville District tend to be higher in tannin and acidity than the norm with lots of black fruit flavors.

WINES TASTED:

1. Bergstrom Willamette Valley Cumberland 2002

5. Ribbon Ridge: This AVA is actually within the Chehalem Mountains AVA and is differentiated from that larger area by its relatively tight range of elevation (200 feet to nearly 700 feet), protected, consistent climate because of taller surrounding hills and a consistent ocean sedimentary soil profile. Just more than 300 acres are planted in 15 vineyards. Harry Peterson-Nedry characterized the wines from Ribbon Ridge as well structured with fine tannins and balanced for long lives.

WINES TASTED:

1. Chehalem Willamette Valley Reserve 2002
2. Brick House Willamette Valley Les Dijonnais 2002

6. Yamhill-Carlton District: This proposed AVA consists of a U-shaped area of hillsides surrounding the towns of Carlton and Yamhill roughly in the northwestern end of the Willamette Valley. Defining elements of this AVA are the ancient sedimentary and fractured sandstone soils as well as an elevation range between 200 feet and 1,000 feet. Approximately 650 acres are planted. Panelist Adam Godlee Campbell of Elk Cove Vineyards characterized the wines from Yamhill-Carlton as having elevated and diverse aromatics of coffee, cocoa, tobacco, higher tannin and acidity and black fruits.

WINES TASTED:

1. Elk Cove Vineyards Willamette Valley Roosevelt 2002
2. Shea Wine Cellars Willamette Valley Shea Vineyard 2001

Why subdivide an already well-known AVA like Willamette Valley? “These discrete areas within the Northern Willamette Valley demonstrate year to year very distinct characteristics,” said Peterson-Nedry. These new AVAs represent a collaborative effort to focus on the best areas based on geographic, climatic and geological characteristics.

Other Friday seminars included “**Regional Examination:**

OUT IN PINOT COUNTRY...

Sonoma Coast,” exploring the unique characteristics of that diverse Northern California Pinot region; **“Terroir Expression,”** where eight winemakers from diverse Western Pinot regions walked attendees through barrel samples of their 2003 Pinots. **Kent Torrey** presided over his popular **“Pinot Noir & Cheese”** seminar, matching eight artisan cheeses from his Cheese Shop in Carmel, Calif., to Pinots from around the world. New for 2004 was Friday afternoon’s **“Pinot Noir Focus Tasting”** with more than 50 Pinot wineries pouring some very interesting new releases.

A Gala Pinot Noir Dinner

The reception outside this year’s annual Friday night **“Gala Pinot Noir Dinner”** was crammed with hungry people juggling glasses of interesting white and sparkling wines in one hand and their six-pack wine box in the other. Not that there was a shortage of wine for dinner, but **diners were encouraged to bring Pinot** to share and it’s my experience that this fosters the best kind of “ice-breaker” to meet the new people seated around you in the dining room. A **“trading-floor”** environment quickly took over, with each table sending out **“scouts”** in addition to the overworked sommeliers to look and trade for cool Pinots. In the midst of all this activity, an incredible dinner was served. Chef Michel Richard, owner of several restaurants including his flagship Citronelle in Washington D.C., created a memorable and not overly complicated menu that was a perfect complement to the flurry of wines.

My congratulations to the organizers of WOPN for getting behind this slightly free-form dinner format for the gala dinner. It’s so much better and so much more fun than a stuffy, stiff formal dinner where conversation is discouraged and silent reverence fostered.

Wake Up Call: Saturday, March 6

Two seminars were available on Saturday morning. **“Sommelier Selections,”** held at **Vigneto Restaurant** in nearby Arroyo Grande gave a panel of sommeliers from across the United States the opportunity to present and discuss their favorite Pinot Noirs. Moderated by **Peter Granoff**, master sommelier and partner in **Ferry Plaza Wine Merchant** in San Francisco, the panel railed against the wine media (ouch), overdone, big Pinots and “out of control wine pricing.” Lunch followed from Vigneto’s excellent **Chef Evan Treadwell**.

The second Saturday morning seminar featured a panel discussion and tasting of the wines of **Domaine Georges Roumier** presented by **Christophe Roumier**, winemaker at the well-known estate in Burgundy’s Cote d’Or.

Tasting Pinot By The Sea...

The penultimate event at WOPN each year is the big Saturday afternoon walk-around tasting. **“Pinot Noir By The Sea”** features more than 80 Pinot producers from around the world packed into the Cliffs Resort’s ballroom and two tents on the grass overlooking the ocean.

Over the course of the event, I tasted some seriously good new Pinots from well-established wineries like **Acacia, Baileyana, Chehalem, Domaine Serene, Elk Cove, Etude, Keegan Cellars, Patz & Hall, Roar, Sea Smoke** and **Shea Wine Cellars**. I also had some pretty terrific Pinot from newer producers like **Benjamin Silver, Belle Glos, Chumeia Vineyards, Freeman Vineyards & Winery** and **Mon Lis**. Look for reviews of these wines in upcoming issues.

World of Pinot Noir for 2004 closed on Saturday night with an event new for this year: the **“Santa Barbara-Style Paulee”** dinner at **Au Bon Climat** winery. Thirty-six wineries poured their Pinots—some in special large-format bottlings—while a banquet feast prepared by Jim Clendenen’s hand-selected group of chefs from around the country along with live music and dancing made for a great closing party.

I said this last year and I’ll say it again: There’s no question in my mind that if you’re serious about Pinot Noir you need to attend this event

-- **Gregory S. Walter, editor and publisher**

How To Attend WOPN...

If you’d like more information on **World of Pinot Noir** or would like to register for future WOPN events, visit their web site or contact the organizers. Here’s the contact information for the event:

World Of Pinot Noir

PO Box 1346, Arroyo Grande, CA 93421

Tel: 805.489.1758

Fax: 805.473.9337

Email: info@worldofpinotnoir.com

Web: www.worldofpinotnoir.com

IN THE MARKET: Pinot Reviews, New and Otherwise

This Issue's Tasting Notes

All wines were tasted blind and scored before knowing anything other than that the general region they were from. My notes and comments follow.

CALIFORNIA

Ambullneo

Pinot Noir Santa Barbara County Bulldog Reserve 2002

Deep ruby purple color; deep, full, huge aromas of black cherry, spice and oak; deep, concentrated black cherry and plum flavors with spice and pepper and a full dose of toasty oak; great structure, tannic with a long finish. This is a huge style of Pinot—aptly named "Bulldog Reserve." It's not for the meek and deserves a hearty and spicy meal alongside.

140 cases made \$75 Score: 90

Calera Wine Company

Pinot Noir Mt. Harlan Jensen 2000

Deep ruby purple color; deep, complex, concentrated cherry and plum aromas with some cola and spice; big, rich and full with moderate tannins; reduced, concentrated cherry and plum flavors, an earthy, mineral quality, good structure and balance, long finish. Very deep and complex Pinot with a seemingly endless depth of complex flavors.

919 cases made \$50 Score: 92

Calera Wine Company

Pinot Noir Central Coast 2000

Medium ruby purple color; earthy, herbal aromas, some plum and oak notes; big, rich, tannic with concentrated berry and

MAKE ROOM IN THE CELLAR!

"Deliciously deep and flavorful..."

Siduri Wines

Pinot Noir Santa Lucia Highlands Pisoni Vineyard 2002

Deep ruby purple color; deep, dense black cherry and plum with bacony notes; rich and full with incredible depth and concentration of the black cherry and plum fruit, great spice and bacony notes, well structured and very well balanced, long finish. This is a deliciously deep, concentrated, complex and flavorful Pinot with all that makes Santa Lucia arguably California's prime Pinot country.

263 cases made \$50 Score: 94

cherry flavors, earthy and herbal notes, lots of oak; long finish. Big and deep style that will benefit from time in the glass and bottle.

14,125 cases made \$20 Score: 90

Chateau St. Jean

Pinot Noir Sonoma County 2002

Deep ruby purple color; black cherry, spice and some oak on nose; big and full with lots of black cherry, spice, moderate tannins, and a nice dose of toasty oak, nicely structured and balanced, long finish. Delicious, full and flavorful Pinot well suited for a great variety of foods.

11,000 cases made \$19 Score: 91

Clos Pepe Estate

Pinot Noir Santa Rita Hills Clos Pepe Vineyard 2002

Deep ruby purple color; deep, concentrated aromas of pepper, plum, chocolate and black cherry; incredibly dense on the palate with reduced black cherry, plum and pepper; tannic but not overdone, good structure, long finish. This is precisely the style of Pinot I would expect from Clos Pepe—huge with that trademark reductive fruit and intensity, but also balanced. It's an attribute that's easy to overlook these days with so many overextracted, overoaked wines around.

228 cases made \$35 Score: 92

J. Wilkes

Pinot Noir Santa Maria Valley Bien Nacido Vineyard Block Q 2001

Medium-deep ruby purple color; spicy, earthy aromas with a touch of stewed cherry on the nose; rich and ripe cherry flavors with spice and just a bit of toasty oak; nice balance with a lingering finish. Very nice middle of the road style in terms of weight; well suited to the table.

160 cases made \$58 Score: 89

J. Wilkes

Pinot Noir Santa Maria Valley Bien Nacido Vineyard Hillside 2001

Medium ruby color; light aromas of spice, red cherry and raspberry; rich, ripe and bright red cherry flavors with nice spicy notes, delightful structure and balance; lingering finish. Delicious lighter style with bright fruit and lively acidity—a great all-purpose Pinot for lighter fare.

95 cases made \$38 Score: 91

Lost Canyon Winery

Pinot Noir Russian River Valley Saralee's Vineyard 2002

IN THE MARKET: Pinot Reviews, New and Otherwise

Medium ruby red color; light spice, red cherry aromas, delicate notes; ripe and light red cherry and strawberry flavors, spicy notes with a light dose of toasty oak; nice acidity, structure and balance, lingering finish. Delicate and aromatic, this Pinot strives for and achieves an elegant and balanced style without excessive oak. Great all-purpose Pinot, best for lighter dishes.

250 cases made \$36 Score: 90

Lost Canyon Winery

Pinot Noir Russian River Valley Dutton Ranch / Morelli Lane Vineyard 2002

Medium ruby red color; deep and rich aromas of red cherry, spice and some earthy, "forest floor" notes; rich and ripe, with red cherry and some berry fruit, complex notes of earth, forest floor, and spice; nice structure and balance, long finish. A rich and ripe style with more forward fruit flavors, this wine will please now but also benefit from some time in the bottle.

200 cases made \$38 Score: 91

Mendelson

Pinot Noir Santa Lucia Highlands Sleepy Hollow Vineyard 2002

Deep ruby purple color; earthy, savory spice aromas with some stewed plum notes; reduced fruit, stewed plum notes with savory spices and toasty oak; tannic and full, long finish. Big and tannic style with almost a port-like reductive plum character. A very interesting and different style of Pinot.

300 cases made \$37.50 Score: 88

Mon Lis

Pinot Noir Santa Lucia Highlands Sleepy Hollow Vineyard 2002

Deep ruby purple color; spicy, sweet oak, smoked bacon, black cherry and berry notes on nose; big and full with bold cherry and berry flavors, deep and dense with notes of bacon and smoke; great structure and balance; long finish. Big, intense style that has everything you could want in a Santa Lucia Highlands Pinot. This is a new Pinot project from Frank Mittricker, a Pinot lover and partner in Elyse Winery in the Napa Valley.

n/a cases made \$35 Score: 93

Siduri Wines

Pinot Noir Santa Lucia Highlands Pisoni Vineyard 2002

Please see "Make Room In The Cellar!" on page 5.

Siduri Wines

Pinot Noir Santa Lucia Highlands Garys' Vineyard 2002

Deep ruby purple color; complex aromas of black cherry, plum

and spice; rich and full with spicy notes and stewed cherry and plum flavors; a hint of smoked bacon is there too; great structure and balance; long finish. Beautiful aromas and delicate yet delicious flavors make this one of the more elegant Pinots I've had in a while.

534 cases made \$42 Score: 92

Testarossa Vineyards

Pinot Noir Chalone Brosseau Vineyard 2002

Medium ruby purple color; spicy, red cherry, stewed fruit, some savory spices on nose; rich, ripe and concentrated red fruit, savory spices and a bit of smoked meat on the palate; good structure and balance, long finish. Well structured and concentrated Pinot that needs time in the glass and in the bottle.

50 cases made \$49 Score: 91

Testarossa Vineyards

Pinot Noir Chalone Michaud Vineyard 2002

Deep ruby purple color; herbal, spice, red cherry aromas with a hint of mint; big, full and tannic, lots of red cherry and plum fruit, spicy notes with moderate oak, balanced with a long finish. Big style that definitely needs time in the glass to open up.

75 cases made \$49 Score: 90

Testarossa Vineyards

Pinot Noir Santa Lucia Highlands Rosella's Vineyard 2002

Deep ruby purple color; spicy, pepper, smoked bacon aromas; deep and full flavors of black cherry and plum with spice and smoked bacon notes; balanced with a lingering finish. Supple and silky texture make this Pinot a winner.

98 cases made \$49 Score: 91

Testarossa Vineyards

Pinot Noir Santa Lucia Highlands Sleepy Hollow Vineyard 2002

Deep ruby purple color; black cherry, plum and cinnamon aromas with some toasty oak; bright and juicy black cherry flavors with spice and just the right amount of toasty oak; great balance and structure, long finish. The lush and silky flavors in this Pinot make me want to come back to the glass again and again.

226 cases made \$49 Score: 92

Windward Vineyard

Pinot Noir Paso Robles Monopole 2001

Deep ruby purple color; deep, spice, lavender, black cherry and plum aromas; big, rich and full with deep black cherry and plum flavors, lots of complexity from spice, lavender, and toasty oak; well structured, big, some tannin, long finish. This

IN THE MARKET: Pinot Reviews, New and Otherwise

is a big, balanced style of Pinot with a unique blend of complexing characteristics. Windward owner Marc Goldberg is leading a renaissance of Pinot Noir in the cool Westside region of Paso Robles. Watch for exciting wines to come from Windward and others in this region.

1,360 cases made \$30 Score: 93

Windward Vineyard

Pinot Noir Paso Robles Monopole 2000

Medium ruby red color; deep, spicy and aromatic with plum and cinnamon notes; rich and ripe, elegant in style, lots of plum and spice flavors, good structure and balance, long finish. Very pretty and elegant style of Pinot with a lot of unique regional character.

1,380 cases made \$30 Score: 92

Contacting The Winery

Below is contact information for wineries whose wines were reviewed this issue.

Ambullneo

714.227.3464, Email: greg@ambullneovineyards.com

Calera Wine Company

11300 Cienaga Road, Hollister, CA 95023, 831.637.9170

www.calerawine.com

Chateau St. Jean

PO Box 293, Kenwood, CA 95452, 707.833.4134
www.chateaustjean.com

Clos Pepe Estate

4777 Highway 246, Lompoc, CA 93436, 805.735.2196
www.clospepe.com

J. Wilkes

342 Oliver Road, Santa Barbara, CA 93109, 805.899.2845
www.jwilkeswine.com

Lost Canyon Winery

1077 22nd Avenue #300, Oakland, CA 94606, 510.534.9314
www.lostcanyonwinery.com

Mendelson

809 Coombs Street, Napa, CA 94559, 707.255.7825
www.mendelsonwines.com

Mon Lis

www.mon-lis.com

Siduri Wines

980 Airway Court, Ste. C, Santa Rosa, CA 95403, 707.578.3882
www.siduri.com

Testarossa Vineyards

300-A College Avenue, Los Gatos, CA 95030, 408.354.6150
www.testarossa.com

Windward Vineyards

1380 Live Oak Road, Paso Robles, CA 93446, 805.239.2565
www.windwardvineyard.com

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About Our Tastings

Generally, there are two types of tastings that appear in each issue of **PinotReport**. The first are our regular "In The Market" tastings of Pinot Noirs new on the market. The second are our special "Tasting Reports" that focus on a particular appellation, producer or style.

How We Taste

We taste wine in flights of usually no more than 10 wines and no more than 20 wines in a tasting session. Duplicate wines are inserted in tastings to measure consistency.

All tasting unless otherwise noted is done blind by the Editor. Other tasters may participate, but their scores and comments are not part of the official tasting record. The tasting coordinator (who does not taste) arranges and bags all wines, which are then scored and comments recorded before bags are removed.

Our tastings are done under controlled, consistent conditions. We do not under any circumstances use tasting notes from large tasting events or other sub-optimal tasting venues in our published tasting reports.

Wine Prices and Sourcing

Wine prices vary all around the country and can often vary

significantly within the same city. We make every effort to only publish a winery's suggested retail price. This price in many cases will be higher than those you can find in your local markets. The wines we taste either come from the wineries in the form of tasting samples (always finished bottles ready for market) or wines we purchase at retail or at the winery.

Our Wine Ratings

The wines we taste are rated using a 100-point rating system. We fully understand the ongoing debate over the use of the 100-point system and while we respect the right of those who simply despise the system to continue to do so, we believe that the scale has value when used with the accompanying tasting notes as a relative guide to wine quality that has the added benefit of being familiar and truly intuitive for most consumers.

Here is **PinotReport's 100-point scale**:

96-100	SUPERIOR ; it doesn't get better.
90-95	OUTSTANDING ; approaching the best
80-89	ABOVE AVERAGE ; a fine Pinot.
70-79	AVERAGE ; OK if it's all you have.
60-69	BELOW AVERAGE ; not recommended.
50-59	UNDRINKABLE .

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