



PRIDE

MOUNTAIN VINEYARDS

2023 VIOGNIER

57% SONOMA COUNTY | 43% NAPA COUNTY

While Pride's mountaintop estate is revered for our red wines, our sumptuous and elegant whites garner their fair share of praise from those in the know. We understand why members of the trade may not be aware of our textured and vibrant whites - globally, a mere 150 cases of Viognier and 400 cases of Chardonnay make it into the trade each year. There is hardly enough wine to go around. Their exclusivity adds to their mystique. This is particularly true of our estate Viognier.

In 1992, some 10 years after Viognier was first planted in Napa by La Jota, Jim Pride was inspired to plant Viognier after a visit to Condrieu. Jim was in France for Steve Pride's wedding to his Parisienne college sweetheart, Laurence. After the ceremony, the family took a trip to the Rhône Valley. Upon returning to Napa, Jim planted Pride Mountain's first 1.24 acres of Viognier in our "Lower Mountain" vineyard block in 1993. Our cuttings came from Joseph Phelps, whose cuttings came from the original La Jota suitcase clones. It's OG Condrieu material.

Our Rhône varieties have been an obsession for Steve Pride over the last decade despite their small volume in our overall portfolio. Over the last 6 or 7 vintages, alongside vineyard manager David Orozco, Steve has experimented with various ways of training the Viognier clusters across the trellis to get more uniformly-perfect dappled sun exposure on the fruit and also mitigate the increasing warmth from climate change and drought. The goal has been to enhance the bright and juicy acidity of the harvested grapes. The mix of shade and sun has achieved the desired results, with vibrant acidity and a panoply of flavors that have inspired critic Jeb Dunnuck to remark, "It will easily pass undetected in a lineup of top Condrieu."

Pride Mountain Vineyards was founded in 1990 by Jim and Carolyn Pride. Today, the winery is owned by the second generation of the Pride family.

THE WINE

2023 Viognier sees the first fruit of our newest Viognier block, "Wind Whistle," a north-east facing vineyard located on the Napa side of the ranch. The wine opens with a classically expressive nose of orange oil, citrus blossom, fines herbes, and gingery spice. The palate showcases Viognier's textbook oily opulence, broad stone fruit flavors, and grapefruit pith. This richness is relieved by juicy acidity, realized through earlier harvested grapes to strike a natural balance. The wine is a showstopper, reminding us why Pride's Viognier is considered textbook for the category.



blend

100% VIOGNIER

aging

5 MONTHS

100% NEUTRAL FRENCH

OAK

NO MLF

abv

14.7%

srp

\$48

INSTAGRAM

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