
WE KNOW JACK!

ROCKPILE RIFE RAFF

WHY WE MADE WE KNOW JACK!

Ever since we owned the property, Lori and I have wandered through the vineyard. She would ask me why I stopped at a certain spot. I would just stop there and pause. I did not really know why. It just seemed that something or someone wanted to tell me something.

We have remained in touch with the former owner and legendary winegrower, Jack Florence Sr., and he continues to serve as our mentor. He has been a wealth of information and inspiration.

Jack's first buyer was Kent Rosenblum, a great believer in Rockpile. The 2003 Rosenblum Rockpile Road Zinfandel contained fruit from both Jack Sr. and Jr.'s vineyards. In 2005, Wine Spectator ranked it as the third best wine in the world.

We bought the property after the 2015 harvest. In 2016, we had the opportunity to walk the vineyard with Kent. We wanted to understand his criteria for grape maturity and peak flavors, as he called it, and wanted to know what he was thinking and tasting as best as we could. Luckily, we also got to spend additional time with Kent before his unfortunate 2018 passing.

Since then, Lori and I have diligently and passionately wandered the vineyard blocks tasting the fruit as harvest approaches trying to discern and identify peak flavor and balance.

We now sell to Hall/Baca, Lambert Bridge, Carol Shelton, and Bella. These winemakers all have their own unique style and make extraordinary wine. Three of the four bottles are single vineyard, single block designates.

However, restless by nature, Jack Sr. and I pondered the possibility of whether there was a unique block that had never been singled out before; one with exceptional qualities.

Lori and I consulted our vineyard manager, Jack Jr., and asked if he thought there could be such a spot. He believed that there was one. The soil was different, the vines were formerly head trained, and it was the best fruit in the entire vineyard. Strangely, it is located just where we would stand and pause. This is the block for We Know Jack!

And then, naively, when Lori and I blindly tasted our Rockpile Zinfandels, we both imagined that we might be sipping a Pinot or at least a wine with some Pinot-like traits. As we began to consider a winemaker for We Know Jack! we came to believe that the best candidate would be a highly acclaimed winemaker with extensive experience in both varietals. When we stumbled upon The Grape Wagon Custom Crush, and learned that the winemaker was James MacPhail, we just knew that destiny may be fulfilled.

Our goal is to offer wine lovers the opportunity to enjoy one of the best possible zinfandels around. Full stop!

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VINEYARD AVA

Rockpile AVA is known for its world class distinctive zinfandels. 20 years ago, at 1250 feet elevation, the Jack Florence Sr. Vineyard broke onto the scene with the acclaimed 2003 Rosenblum Rockpile Road Zinfandel receiving the distinction as Wine Spectator's third best wine in the world. Being 16 miles from the coast and north-facing overlooking Lake Sonoma, there is both lake and ocean influences with a steady breeze. It is here that St. Peter's Church clone thrives in the shallow, rocky iron-rich soil and produces grapes with intense color and expressive fruit flavors.

OUR THOUGHTS (WINE NOTES) TASTING

We Know Jack's Rockpile Riff Raff Zinfandel has a rich deep ruby red color. It is big, bold, and robust, yet elegant, well-structured, and refined with fresh fruit flavors of blueberries, raspberries and cassis followed by a long smooth graceful finish. Nicely textured with great mouth feel. It may be confused for a cabernet, a red blend, or a weighty pinot.

VINTAGE NOTES

2021 was a drought year with a warm spring followed by a hot summer bringing an early harvest. However, ripening was even with sugars, acids and phenolic maturation optimally coinciding. It produced an outstanding wine that is well-balanced with mature, soft tannins.

COOPERAGE

Rockpile Riff Raff's Zinfandel and Petite Sirah were co-fermented. It underwent complete secondary fermentation in barrel and aged for 11 months in 100% French Oak with 20% new Tonnellerie.

Production: 120 cases

Harvest Date: September 8, 2021

Varietals: 91% Zinfandel, 9% Petite Sirah

Titrateable Acidity: 5.9 g/L

pH: 3.77

Alcohol: 14.75%

Bottling date: August 2022

VINEYARD

Acres planted: 14

Total Acres: 65 acres

Year Planted: Zinfandel: 1998; Petite Sirah: 2005

Elevation: 1250 feet

Soil type: Suther Loam 30-50% slope, underlain by fractured sandstone

Soil depth: 12-36 inches

Zinfandel Clone: St. Peter's Church

Petite Sirah Clone: Old Seghesio

Rootstock: 110R

Trellis: 3 wire VSP

Vine Spacing: 9 x 6 ft

Irrigation: well, drip

Winegrowing: sustainably grown; non-tilled, prunings mulched

