



THE CRUSADE

Head High Pinot Noir comes from pure, unadulterated Sonoma County fruit. Grown in optimal climate for pinot noir, in Sonoma County's finest vineyards - this is the highest quality pinot noir - at the best price. Wine grower, Bill Price, grew up in Hawaii, where surfing became a lifelong passion of his, before returning to California and falling in love with wine. Head High wines are just like head high waves: pure, unadulterated and ready to go. We hope you join us on this ride!

CHARITABLE GIVING

Head High Wines is dedicated to contributing to something greater than ourselves. Together, we will create a cleaner environment and stronger communities. Every bottle you buy, supports social and environmental organizations. The swell is coming. It's time to commit!

VINTAGE NOTES

We saw a long, cool growing season in 2019, allowing the fruit to have extended hang time, which just like hang time on the waves, gives a sense of equilibrium and balance. 2019 shines as the year of true-to-form pinot noir.

WINEMAKER PHILOSOPHY

"We believe that phenomenal wine shouldn't cost a fortune. We deliver value without compromising quality. Our grower and vineyard relationships are built on long standing friendships and trusting business practices. I am a stubborn purist. I truly believe that utilizing the best fruit and taking the approach of less is more, creates a product that shines. I think through every detail from grape to bottle, and I take pride in every step." — Britt Richards

ALCOHOL CONTENT	<u>VINEYARDS</u>
14.5%	Sonoma County

VARIETAL CONTENT	TOTAL ACIDITY (TA)
100% Pinot Noir	5.5g/L

CASES	<u>pH</u>
12.000	3.68