



THE LURE

COOMBSVILLE, NAPA VALLEY — 2019 VINTAGE

THE VINTAGE

2019 was another near-perfect growing season in Napa Valley. Abundant winter rains refreshed the water table, and additional showers in March and April contributed to balanced soil chemistry throughout the Faust vineyard. Low temperatures in late winter led to a late budbreak, and a long, cool spring provided our vines with healthy canopies and an even crop set. A warm and dry summer allowed for slow, balanced cluster growth and flavor development, resulting in wines of wonderful complexity and texture.

THE WINE

The Lure is a layered and multi-faceted Merlot blend from our Faust estate in the heart of Coombsville, Napa Valley. Planted in 1998 on rocky, volcanic soils, the struggle for water and nutrients creates berries of distinction and character. Cool-climate conditions, dramatic diurnal temperature shifts and vine roots digging for survival result in exceptional color intensity and flavor concentration. The result is an estate-grown Merlot packed with dense fruit flavors and fresh natural acidity.

WINEMAKING NOTES

The spirit of the Lure is that of a classic “Right-Bank” Merlot with velvety softness woven around a firm core of fruit. On the nose, the wine offers concentrated notes of blueberry and plum with subtle supporting aromatics of cherry blossom and slate. The fruit and minerality balance of this vintage continues onto the palate and flavors of black tea and cardamon accent the finish. The firm tannins are balanced by vibrant acidity and soft structure.

DAVID JELINEK, WINEMAKER

FAUSTWINES.COM