

**Lusting for
Pinot Noir is a
Basic Instinct**

PinotFile

The First Wine Newsletter Devoted to Pinotaficionados

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Green Truck Cellars: One Truck, One Pinot

Winemaker and truck-owner, Kent Fortner, writes an entertaining plog (pinot blog) about his ongoing efforts to produce what he calls “grin-inducing” Pinot Noir. He makes about 500 cases of Napa Valley Pinot Noir each year. You might ask, “Why Napa Valley? - I thought Napa Valley was too hot for Pinot.” Actually Kent sources his grapes from the cool southern edge of Napa Valley where the fog and wind from the San Francisco Bay keep things very hospitable for Pinot Noir.

The label, Green Truck Cellars, refers to Kent’s green (actually more of a peculiar turquoise green deleted long ago from Ford’s line of colors) 1966 Ford truck willed to him by his grandfather. The interesting story behind the truck is well-detailed at Kent’s website, www.greentruckcellars.com, and in a past issue of the *PinotFile* (Vol 4, Issue 46). The truck is still in daily use including hauling the fresh-picked grapes to cave space in the Stag’s Leap district of Napa where he crafts his Pinot .



2004 Green Truck Cellars Napa Valley Pinot Noir 13.9% alc., 480 cases, \$38. This Pinot Noir comes from three vineyards and four clones: the Nord Vineyard at the southern mouth of the Napa River (115), the Suscot Ridge Vineyard about a mile away from Nord (Pommard, 777), and Stanly Ranch Vineyard which is just across the Napa River from both Nord and Suscot Ridge (114). The Stanly Ranch has been producing high-quality Pinot Noir and Chardonnay for many wineries over the last 30 years. The wine was aged 10 months in 80% French and 20% Hungarian oak (30% new), Hungarian oak holds a lot of interest to Pinot Noir winemakers these days for it produces an attractive creaminess in the mouth feel as well as a “Christmas” spice that is distinct from that contributed by French oak.

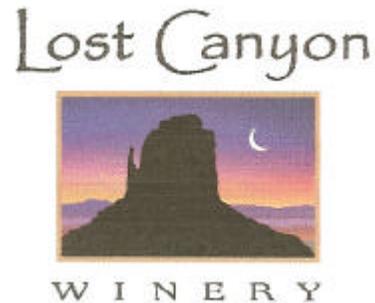
This wine walks the walk (or should I say rides the road). The pretty ruby color draws you in. The sexy nose offers up dark cherries, roses, nutmeg and toasty oak. Flavors of cherries, cinnamon and vanilla are luscious enough to nibble on. The wine finishes with an sexy candied cherry kiss that lingers. A beautifully balanced wine with a sensual creaminess that only Pinot Noir can offer. Load a few cases into your truck and your friends will be green with envy. The wine is currently offered to mailing list customers but give Kent a call and beg: 707-738-2376.

I like Kent’s description of his 2004 Pinot Noir:

“It’s a wonderfully pure wine. It’s the kind of wine that perhaps sits a little closer to the front of the class than its sibling predecessors. It is hip, but also well-pressed.”

Lost Canyon Winery: A Taste of the Southwest

The Southwestern Desert motif on the label of Lost Canyon Winery may seem a bit out of place considering the winery is located in Northern California's city of Oakland. But there is plenty of symbolism in this theme. At Lost Canyon Winery the belief is that great Pinot Noir comes from a combination of science, art, and magic. The science, of course, is employed in the modern viticultural methods used and the formulaic techniques upon which winemaking is based. The art is an expression of the creativity and ingenuity of the winemaker as he puts his own signature on the finished wine. And finally there is the magic that has no real rational basis in the process but gives the wine its heart and soul. The Southwestern Desert motif reflects all three of these attributes, with an emphasis on bringing magic or "wonderment" to the wines.

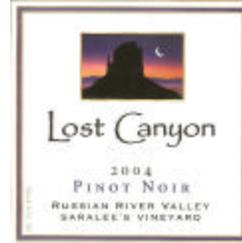


Lost Canyon Winery dates its origins to 1978 when home winemakers Jack States and Randy Keyworth started Lost Canyon Cellars. That first year they made 18 cases of a Stag's Leap Cabernet Sauvignon and 10 cases of Pinot Noir from Carneros. Over the ensuing years, the partners gained experience and the confidence that they could craft world-class wine. In 2000 a succession of events occurred that removed all hesitation they had of becoming a commercial winery. First, they connected with their third partner, Bob Riskin. Bob was a long time enophile who brought to the partnership a history of successful brand building as an executive with Levi Strauss & Co for over 20 years. Second, they located a winery facility among a group of vintage 1900's warehouses along the San Francisco Bay waterfront south of Jack London Square in Oakland. The winery was close to their homes so they could be there daily. Finally, they obtained long-term relationships with growers of premium Pinot Noir and Syrah. In August of 2001 they became bonded as a commercial winery, released their first wines that year, and have received escalating accolades ever since.



Lost Canyon Winery has released three Pinot Noirs from the 2004 vintage. All three are excellent, well-crafted wines. Trying to choose a favorite among them is impossible - like choosing your favorite child among three offspring. And like every child, each one is distinctive: the Saralee's Vineyard is the richest wine with more oak evident, the Las Brisas has a distinctive acid backbone, and the Dutton Ranch has the most pleasing mouth feel.

2004 Lost Canyon Winery Saralee's Vineyard Russian River Valley Pinot Noir 15.2% alc., 340 cases, \$40. Dijon clones 115 and 777. Picked at 26.3 Brix. Aged 11 months in 50% new and 50% 1-year-old Rousseau French oak (this regimen was used on all three bottlings) The aromatics are rich with ripe strawberries, pomegranate, vanilla and oak. The flavors duplicate the nose with some added cola, cinnamon and Brown Betty (brown sugar). The high alcohol is only minimally evident and the acid platform is impressive. Cellaring will tame the tannins. A wine for lovers of bigger-styled well-oaked Pinot Noirs. Finished among the top ten wines at the recent Pinot Noir Shootout in San Francisco.



2004 Lost Canyon Winery Los Brisas Vineyard Los Carneros Pinot Noir 14.3% alc., 230 cases, \$40. UCD 18 and Dijon 115 clones. Picked at 23.8 Brix. This Pinot Noir is a lighter style with an attractive nose of cherry pie filling, licorice and toasty oak. Flavors are delicate and dominated by cherries and cinnamon spice. The wine finishes with bracing acidity. A more feminine and elegant wine if you will.

2004 Lost Canyon Winery Dutton Ranch Morelli Lane Vineyard Pinot Noir 14.9% alc., 410 cases, \$40. Dijon 115, Pommard, and Beringer clones. Picked at 24.9 Brix. The nose of red fruits draws you in. The flavors are lip-smacking and layered with nutmeg, crushed cherries, iodine, oak and smoked meat, all of which linger on a long and satisfying finish. The mouth feel is like silk pajamas. Try this one with smoked cheese or meats and you will be on your knees.



Lost Canyon Winery has opened a new tasting and sales room adjacent to the winery at 1017 22nd Ave, #300, Oakland, California. Wines may also be purchased by phone, 510-534-9314, and online at www.lostcanyonwinery.com.



Buena Vista: New Commitment to Pinot Noir

Agoston Haraszthy was a Hungarian immigrant who came to be recognized as the father of the California wine industry. He collected cuttings from his extensive travels in Europe and used them in experimental vineyards in California. At the Buena Vista Rancho in Sonoma County, he propagated hundreds of thousands of rooted cuttings from more than 165 varieties. Between 1855 and 1959, Haraszthy supplied California vineyards with more than 14 million vines.

Haraszthy, who went by the title of Colonel (he had been an officer in the Hungarian Royal Guard) as well as Count, purchased some land in Sonoma County in 1857 and named his place Buena Vista. The name, Buena Vista, means beautiful view in Spanish. He had Chinese laborers dig tunnels 100 feet into the hillside and used the extracted limestone to build the main winery. His legacy remains vivid for today Buena Vista Carneros is still operating, making it the oldest functioning winery in California.

Pinot Noir has had some successes through the years at Buena Vista, but the quality had lagged until new parent Allied Domecq (now Beam Wine Estates) bought the winery in 2001. The Cabernet program was abandoned and Buena Vista's 1000 acre vineyard holdings in Carneros have been replanted with cooler-climate varieties including Pinot Noir, Chardonnay, Merlot, and Syrah. This estate property, named the Ramal Vineyard, is located on Ramal Road on a south-facing hillside overlooking the San Francisco Bay. There are more than 100 blocks here defined by distinctive terroir. For Pinot Noir, there are 12 clones planted on 180 acres with 40 distinctive blocks.

The historic stone winery near the town of Sonoma's center plaza now serves as a tasting room and hospitality center. A modern winery is now located 12 miles to the south in the rolling hills of Carneros. The winery has been renamed Buena Vista Carneros to emphasize the source of all of the wines.



The commitment to quality was completed when Buena Vista hired winemaker Jeff Stewart. A graduate of University of California, Davis, Stewart learned the nuances of cool-climate winemaking while making outstanding Pinot Noir and Chardonnay at Laurier, De Loach, Mark West and, most recently, La Crema, in the Russian River Valley. It was a 1978 DRC Romanee-Conti that convinced Stewart to make Pinot Noir. He is passionately committed to crafting benchmark wines for the Carneros appellation.

Buena Vista Carneros produces two lines of wines: a Carneros Series and an Estate Series (EVS). The latter are limited-production, clone-specific wines. Total production is 60,000 cases.

2003 Buena Vista Carneros EVS Ramal Vineyard Block 5 Pommard Pinot Noir 14.4% alc., 368 cases, \$35. A very dark ruby color looks brooding but the wine is bright and soft in the mouth. A hi-tone cherry pie and spice nose is quite nice. A good drink that goes especially well with mushroom-laced rice and grilled chicken.

2004 Buena Vista Carneros EVS Ramal Vineyard Dijon Clones Pinot Noir 14.2% alc., 540 cases, \$38. Wow, I love this nose which conjures a hot, fresh-baked cherry pie with cinnamon. Appealing toasty oak in the aromas as well. The flavors are complex and succulent with plenty of ripe, sweet fruit including spiced cherry, cranberry, and even a little mushroom. The tannins are like suede, the finish is memorable, and the whole package is perfectly balanced. A fine marriage of power and elegance. Judged #2 wine out of over 230 entries at the recent Pinot Noir Shootout in San Francisco - 'nuff said.

Wines may be purchased online at www.buonavistacarneros.com. There is good retail distribution.

Cima Collina: A New Artisan Monterey Winery

The wine landscape is changing in Monterey County and Cima Collina represents one of the new group of winegrowers who are using the varied microclimates of this region to produce distinctive wines. According to Larry Parsons, writing in yesterday's *Monterey Herald*, about 70% of the grapes and juice produced in the county is currently sent to out-of-county wineries. This represents an economic opportunity of \$1 billion dollars. Despite the vast land available in the Salinas Valley for grape farming, there are only 21 wineries among the 45,000 acres of vineyards. A new, but controversial, proposed county general plan would allow development of the Monterey "wine corridor." The plan would allow 40 small wineries, 10 large wineries, a number of wine-tasting rooms, restaurants, and B&B's.

Cima Collina was started in 2004 by owner Richard Lumpkin and winemaker Annette Hoff. Fruit is sourced exclusively from small Monterey vineyards including Chula Vista Vineyard, Santa Lucia Highlands Vineyard, and from the winery's own Hilltop Ranch Vineyard in a cooler portion of the Carmel Valley appellation. All of the vineyards are meticulously maintained and situated to provide protection from often very cool temperatures and winds. Both single-vineyard and blended wines are made depending on what produces the best wine. The winery releases 2,000 cases annually of Chardonnay, Pinot Noir, and a Cabernet blend.



Annette Hoff is Napa and New Zealand trained. Sterling Vineyards winemaker Bill Dyer chose her to run their experimental winery in Napa Valley in 1994. By 1996 she had developed a passion for Pinot Noir and left Sterling to become an enologist at Saintsbury in Carneros. "Everything at Saintsbury was about producing world class Pinot Noir with integrity and with a devotion to the grapes." In 1998 Annette left for New Zealand to learn about that country's winemaking approach to Pinot Noir. She worked in numerous wineries, basically anywhere someone would have her. Upon returning to the United States, she became the Pinot Noir winemaker at Estancia Winery in Monterey County and her wines gained instant acclaim. In 2004, she found a home in Monterey County at Cima Collina and can now devote her energies to building the name of an artisan winery. Annette says excitedly, "Monterey is still a viticultural frontier where new, superb growing areas are being discovered and planted."

2004 Cima Collina Monterey County Pinot Noir 14.5% alc., 675 cases, \$26. The grapes were sourced from the Chula Vina Vineyard in the eastern hills of the Salinas Valley and the Santa Lucia Highlands Vineyard on the western side of the Valley. The wine was handmade with a minimalist approach. If you read the very informative blog that Annette writes, you will get a feel for her winemaking philosophy. The wine was aged for 10 months in 25% new oak. I found this to be a very feminine Pinot Noir that anyone would want to have dinner with. It is dressed in a very classy bottle and label. The nose intrigues with cherry, pomegranate, floral, and oak overtones. The fruit-forward flavors of dark berries are enhanced with a touch of mocha and spice. The texture is velvety and the finish dry and crisp. A fun wine with spirit that is easy to drink.

The excellent website is www.cimacollina.com. Phone 831-384-7806. The wines can be sampled in a new tasting room located in a Marina industrial park (call for directions). In May Cima Collina will release a single-vineyard Pinot Noir (Chula Vista Vineyard) and two additional single-vineyard Pinot Noir bottlings from 2005 will come out next year.



Flowers Vineyard & Winery: A Sonoma Coast Original

Walt and Joan Flowers made their money in the nursery business (Moon Nurseries) on the East Coast so it is not surprising that growing grapes in California held out some fascination for them. The original growers at Camp Meeting Ridge in Cazadero, California were the Bohan family, who owned half of the property. They had been growing grapes here in virtual isolation since 1971. The name, Camp Meeting Ridge, is derived from the fact that local Indians here once used the meadow as their summer meeting ground. The Flowers purchased the 327 acres in the late 1980s and planted the first Pinot Noir in 1991. The site proved ideal for cool-climate varieties like Pinot Noir and Chardonnay. The climate here is moderate since it is less than two miles from the Pacific Ocean, and at 1300-1800 ft, well above the fog line. Generally the soil is extremely rocky and drains beautifully.

From the first vintages of 1994-1996, which were made at Kistler, the potential of this site for exquisite wines was evident. By 1997 a modern winery had been constructed wedged into a slope of the mountainside (photo). This provided natural cooling and gravity flow for winemaking. The winery was outfitted with a humidification system in the chai to reduce evaporation loss from barrels (an innovation when first installed). The top story of the building is a reception area and offices. The adjacent tree is an estimated 225 years old.



A house was built on the property in 1996 and Walt and Joan Flowers moved to the Coast permanently so they could be directly involved in the farming of grapes. Construction and planting has been ongoing ever since. Much of the area had to be cleared of redwoods, fir trees, oaks, brush and regraded, although 87 per cent of the property remains open undeveloped space. Currently 80 acres of vineyards are farmed and the Flowers' recently obtained a permit to increase production from 9,500 cases to 20,000 cases. A winery expansion is planned.

Rain water is precious along the Sonoma Coast so that drip irrigation is a necessity. Environmentalists in the area are concerned about the diversion of natural springs and pumping from wells because it may deplete stream flows. Local residents have passed new regulations concerning tree clearing, erosion control and environmental impact so as to limit vineyard and winery expansions along the Coast. It is challenging and expensive, to say the least, to farm grapes in this region.

Winemakers have come and gone here so there has been no consistent style. The first winemaker was Greg La Follette who has since moved on to his own label, Tandem, and multiple consulting positions at De Loach, Londer and others. He was followed by Hugh Chappelle who is now at Lynmar. The current winemaker is Ross Cobb, also of Cobb Wines (Coastlands Vineyard) on the Sonoma Coast. All winemaking is very similar for the several currently released Pinot Noirs including hand sorting, destemming and no crushing of the grapes, moderate cold soaks, warm fermentations, careful basket pressing, minimal racking, and one assemblage before bottling.

The Flowers' property now has five estate vineyards including Camp Meeting Ridge planted originally in 1991, Flowers Ranch (1997), Sea View Ridge, and Frances Thompson (1998). Each has a large clonal assortment. In addition the Flowers manage several other Pinot Noir vineyards and source Pinot Noir from several vineyards outside the appellation (ie Keefer Ranch in Green Valley).

2003 Flowers Sonoma Coast Pinot Noir 14.3% alc., 4400 cases, \$43. A blend of several Sonoma Coast vineyards, both estate and leased, and a full spectrum of Pinot Noir clones. Dark ruby in color. A shy nose of cooked cherries, a hint of herbs and cigar, and a whiff of alcohol. The flavors are of ripe red and dark fruits, oak, and minerals. The texture is soft and pleasing. A well-composed, decent example of Sonoma Coast Pinot Noir.

2003 Flowers Andreen-Gayle Cuvee Sonoma Coast Pinot Noir 14.2% alc., 3014 cases, \$53. Grapes are sourced from all of the estate vineyards. A barrel selection named for Walt and Joan's mothers - Dorothy Andreen and Ella Mae Gale. 40% new French oak, 16 months in barrel. This medium ruby colored wine has a delightful nose of dark raspberries, vanilla, toast, and sandalwood. The luscious red and dark fruits are enhanced by notes of saddle and pepper. A smooth mouth feel leads to a dry and short finish.

2003 Flowers Frances Thompson Vineyard Sonoma Coast Pinot Noir 446 cases, \$50. From a 25 acre estate vineyard surrounding the old Thompson family homestead circa 1920. This is the inaugural vineyard-designate from this part of the estate. Spicy and exotic, this wine is brimming with candied cherries, crushed raspberries, pepper, earth, and exotic woods. It is a harmonious wine with everything in tune. A knockout that has only begun to offer its charms. As Paris Hilton would say, "It's hot!" I praised this wine in my WOPN issue of the *PinotFile*, and subsequently *Wine & Spirits* anointed it as the best American Pinot Noir out of 453 tasted over the last year.

Other 2003 releases include: **2003 Flowers Perennial** (a unique blend of Pinot Noir, Pinot Meunier, Syrah, and Chardonnay from Sonoma County sources, 1045 cases), **2003 Flowers Grand Bouquet Pinot Noir** (a barrel selection from estate vineyards, 354 cases), **2003 Flowers Keefer Ranch Pinot Noir** (424 cases), **2003 Flowers Camp Meeting Ridge Pinot Noir** (mostly Swan and Calera selections, 414 cases), **2003 Flowers Moon Select Pinot Noir** (barrel selections from Camp Meeting Ridge, Frances Thompson, and Sea View Ridge Vineyards, 292 cases),

The wines are sold primarily through a mail order list via Fall and Spring releases annually. Inquire at www.flowerswinery.com or phone 707-847-3661. Retail distribution is plentiful for the larger production wines.

Lynmar Winery Worth a Look

Recently I was enjoying a Sunday afternoon in the Russian River Valley with no particular place to go. I decided to visit Lynmar Winery visitor center unannounced as a consumer to see if it lived up to the hype that I had read about the last few months. With the team of Hugh Chappelle (formerly Flowers winemaker), Director of Winemaking, Paul Hobbs, noted Consultant Winemaker, and Greg Adams, also a Flowers veteran and an expert on viticulture, Lynmar Winery built a new gravity flow winery, temperature-controlled barrel aging caves, a visitor center, and a guest house. The first harvest under the direction of the new team was completed in 2005, and the new facility was opened to the public in October, 2005.

I have been a fan of Lynmar Pinot Noirs since its founding in 1990. The winery's 42-acre Quail Hill Vineyard lies in one of the Russian River Valley's coolest areas, the Laguna Ridge, and is an ideal microclimate for Pinot Noir and Chardonnay. Beginning in 2004, owner Lynn Fritz has directed a phased replanting program of Quail Hill Vineyard and the acquisition of an additional 25 acres in the Green Valley appellation. Recently, Lynmar purchased a 17-acre parcel with four planted acres adjacent to the winery's estate Quail Hill Vineyard.

Upon parking in the winery's lot, I was taken aback by the beautiful vistas from the estate vineyard. The visitor's center is constructed in good taste such that it blends into the wooded area like a stylish

homage to this picturesque land. It is impressive, but not garish. You might say it has no cleavage to speak of, but great cheekbones.



Up a short ways from the visitor's center lies the new winery and caves built to blend in with the terrain.



Inside the visitor's center there is a beautiful modern aesthetic with multiple comfortable chairs and sofas for relaxing as well as outdoor seating that looks out on the valley below. The extensive use of windows adds to the appeal. The welcome is cordial and a little more formal than many Russian River Valley wineries, but nevertheless, very well-orchestrated and professional. If Brian Cheek is working, you will be particularly well taken care of. After taking a comfortable seat, we were brought proper glassware and offered two recent Chardonnays and Pinot Noirs for tasting. In addition, a full-time chef is employed and for a small tariff of \$12, a tapas-like course is served to compliment each wine. This is a terrific idea, for isn't the point of wine to drink it with food?

The menu included Buschetta of Sun-dried Tomato Pesto, Bacon and Redwood Hills Goat Cheese for the offered 2002 Lynmar Russian River Pinot Noir and Willie Bird Smoked Duck Breast, Pinot Braised Onion Crepe Roll to go with the 2003 Lynmar Quail Hill Estate Pinot Noir. With the excellent Lynmar wines this was really a treat!

The exhibition wine cellar is to die for. A square structure occupying a prominent position in the large room, it is constructed of stainless steel and glass, and displays the Lynmar wines in a very regal fashion. All in all, a very civilized way to spend Sunday afternoon.



2002 Lynmar Russian River Valley Pinot Noir 14.4% alc., 2,276 cases, \$30. The winemaking goal here is a fruit forward wine using select lots from the Quail Hill Vineyard as the core. Aged 14 months in 25% new French oak. Hugh Chappelle and Paul Hobbs collaborated on this wine. The wine's perfume of strawberries and red raspberries is enticing. The fruits are easily accessible and accented by spice and citrus notes. The texture is round and sleek. A wine to enjoy now. The 2003 Lynmar Russian River Valley Pinot Noir (800 cases, \$32) has just been released.



2003 Lynmar Quail Hill Vineyard Russian River Valley Pinot Noir 14.3% alc., 900 cases, \$45. This wine is composed of the finest barrel lots from the best estate vineyard blocks and is Lynmar's top offering. The blocks used were Swan clone original plantings. Paul Hobbs directed the fermentation and Hugh Chappelle assembled the final blend. Aged for 16 months in 45% new French oak. The nose is very enticing with that typical Russian River Valley cherry, spice and cola. The flavors are a mélange of black cherries, tea and toasted oak. A lengthy and fruity finish with a little alcoholic heat.

Lynmar Winery is located at 3909 Frei Road, Sebastopol. The website is www.lynmarwinery.com and the phone is 707-829-3374. The hospitality center is open from 11-4, Friday-Monday. The wines enjoy a good retail distribution or can be purchased directly online.


PrinceofPinot.com

Those who can make good wines do.
Those who can't rate them!
(corkscrewedtees.com)

**Lusting for Pinot Noir
is a Basic Instinct**

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PINOT ONLY!

In a follow up to the fine Santa Cruz Mountains Pinot Noirs featured in the last two issues of the *PinotFile*, the Santa Cruz Mountains Winegrower's Association (SCMWA) is offering a **PINOT ONLY! Wine Club. Members receive 4 bottles of Santa Cruz Mountain Pinot Noir twice a year. Each shipment is approximately \$130 plus shipping and tax. As a special post-Pinot Paradise online sign-up bonus, new members receive 2 free Santa Cruz Mountains Passports (\$50 value) to use themselves or give as gifts. Members also receive discounts at SCMWA events. To sign up and view further details, go to www.SCMWA.com or contact Wine Club Manager, Shannon Flynn, at 831-685-VINE (8463). This is a convenient opportunity to sample the distinctive Pinot Noirs from over 30 producers in the Santa Cruz Mountains appellation.**

(The Prince has no financial interest in Pinot Only!)

Pinot Noir Genome Decoded

Italian scientists at the San Michele all'Adige Agrarian Institute collaborating with the United States firm Myriad Genetics Inc. have decoded the Pinot Noir vine's genome. In plain talk that means they have figured out the chromosomal gene sets unique to Pinot Noir. The Pinot Noir genome is spread across 12 chromosomes and is made up of around 500 million bases of DNA. It took almost seven years for researchers to work out the structure of the genome (the work is actually only 99% finished, with 7,000 genes out of 30,000 still to be identified and sequenced in the proper order).

"This is an historic moment," said Mark Skolnick, Myriad's Chief Scientific Officer. "Let's hope next time we can toast with wine made from the information obtained from this research." Riccardo Velasco, the head of the team that decoded the DNA sequences, exclaimed, "Today's event is agriculture's equivalent of the first moonwalk. Agriculture will never be the same again. This research makes the same difference as a foreign language learned with or without the help of a dictionary. We can say we have a vine dictionary. From now on, everything will be easier. It will be possible to read and understand grapevines as never before."

This is the first fruit genome to be mapped and the second food crop to be sequenced, after rice. The research will make it possible to develop new, more resistant varieties of Pinot Noir that can produce better wines. Now certain genes can be identified that are responsible for resistance to fatal diseases such as phylloxera and Pierce's Disease. Pesticides can be developed to protect the plant better and at the same time be gentle to the environment. Productivity can be improved, as well. Pinot Noir is genetically unstable and mutates easily. The genome will allow vine nurseries to identify genetic variants and create trademarks for their plants.