

# Hawk Wakawaka Wine Reviews

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## The Roles of Soil, Climate, and Man: Google Video Hang out w Brice Jones, Emeritus Vineyards

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**Emeritus Vineyards**, along with **Charles Communication** hosted a Google Video Hangout that brought together writers from around the country to taste and talk Emeritus wines together online. **Brice Jones**, president and founder of Emeritus Vineyards, and his daughter **Mari Cutrer-Porth Jones**, director of marketing and direct sales, led the discussion of Emeritus Vineyards farming practices and philosophy. Also participating in the video hangout were writers **Luke Sykora**, **Dezel Quillen**, **James Melendez**, and **Steve McIntosh**.

### Thinking About Balance in Wine

Crediting his philosophy to time with winemaking friends in Burgundy, as well as Emeritus founding winemaker Don Blackburn, Brice discussed what he views as the three elements that combine in wine. As he describes it, soil contributes the character of a wine, climate its personality, and the people behind it its spirit or style. The trifecta earns mention on the Emeritus website as well, but through the video conversation we were able to probe deeper into the idea.

As Jones describes, soil, character, and the people behind a wine work together to create the final wine itself. Also essential to Jones's idea is the point that, like a three-legged stool, balance is achieved through the way these elements work together. Too much or too little of any one of them and imbalance forms.

