



## WINETHROPOLOGY

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WINE REVIEWS, BUYING ADVICE, AND COMMENTARY

# Master Class In Lodi Zin (Or What Daddy Really Wants For Christmas)

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**If the wine industry gave public relations awards the way the movie industry does best actors, LoCa and its affiliates would sweep the red carpet with its trophies.**

In the context of having established a track record for shining a bright light on the versatility of its members' handiwork, what follows is proof - without doubt - of the most innovative and effective approach to regional winegrowing promotion this writer has seen. (Hear that, Napa Valley Vintners?) Moreover, there is compelling substance underpinning this hoopla - substance the informed consumer would do well to procure for immediate, extreme gratification.



**The concept, Lodi Native, is beautiful in its simplicity:** a collaborative project by six winegrowers in the Mokelumne River sub-AVA of Lodi, each producing a one-off bottling of Zinfandel using minimalist winemaking protocols. The result: six bottles that focus on the taste of vineyards rather than varietal character or brand.

That simplicity carries through in its execution. Packaging these bottles in relative anonymity - refreshingly devoid of gimmickry - delivers the message clearly: the wines speak for themselves.

**Equally more impressive are the winemaking standards:**

- 100% single vineyard Zinfandel
- Native yeast (non-inoculated) fermentations only, and no inoculation
- No use of new oak, chips, staves, dust or similar amendments
- No acidification or de-acidification, no water addition or de-alcoholization
- No filtering, fining, or use of Mega-Purple, must concentration

This long list of No's creates a level playing field, so to speak, and a sampling of Lodi - a terrifically unique sampling. If you want to understand Lodi as is as close to a master class as an outsider can get.



This sample pack is available for purchase (in custom wood crate) of all six different single-vineyard bottlings from the Lodi Wine & Visitor Center. The cost (\$180) is not cheap, but is a terrific value given the preciousness of the cargo. The smart shopper will pick one (or two) up post haste.