



# BIG BANG WINE

MARKETING, PUBLIC RELATIONS, SALES



The wine industry will never be the same

**National Sales · Distribution · Public Relations · Marketing · Writing**

cambiata



## Wines

Albariño  
Tannat  
Dornfelder  
Chardonnay  
Pinot Noir





## Key Facts

### Owner/Operator

Eric Laumann

### Year Founded

2002

### Annual Production

2,000 cases

### Highlights

- Long-term contracts with exceptional vineyards in Santa Lucia Highlands and Arroyo Seco
- Hand-made, extremely limited wines
- Master winemaker who knows his way around Monterey County
- Affordable, approachable Chardonnay and Pinot Noir from premier vineyards in top AVAs
- High scores and dozens of Gold Medals from top competitions



### **Independent, Iconoclastic and Different**

Cambiata is one of most independent-minded and iconoclastic wineries in California. Located in the cool part of Monterey County, this small, hands-on vigneron produces stunning wines from some of the rarest and least-known varieties in the Golden State including Albarino, Tannat and Dornfelder. Cambiata also makes tightly-focused, well-structured Chardonnay and Pinot Noir from the Santa Lucia Highlands and Arroyo Seco AVAs. Owner/operator Eric Laumann, one of California's top winemakers for more than 25 years, launched Cambiata in 2002. Today, it is one of the most sought-after brands by savvy consumers, high-profile restaurants and independent retailers.

### **Rare Grapes That Never Cease to Amaze**

Who makes the best Albariño in California? Cambiata. And who makes the best Tannat in the Golden State? That would be Cambiata. Final question -- who makes the best Dornfelder in not just California but maybe the world? You guessed it, Cambiata. And why should you care? Because there is a growing number of trade, media and consumer aficionados looking for wines that are new and exciting.

### **What's in a Name?**

In the world of music, Cambiata means more than the literal translation of "exchange" or "changed note." It is the added tonal dimension that occurs when two chords momentarily share properties, so that the transition has greater depth and melliflence. It was a radical idea back in the 16th century and was almost outlawed.

### **What do the Wines Taste Like?**

The Chardonnay is rich, creamy and structured.

The Pinot Noir is deep, spicy, aromatic and balanced.

The Albariño is crisp, fruity and exotic. It's like a cross between Riesling and Viognier.

The Tannat is dense, powerful, thick and brooding. Serious stuff.

The Dornfelder is lush, fruity and dense. Think Zinfandel meets Malbec.





# Wine Spectator

## Cambiata 2012 Albariño (Monterey)

**Score: 90 Points**

Strikingly vibrant and distinctive, with ripe juicy pear, marmalade and citrus notes, accented by citrus blossom hints. This ends with a clean, snappy finish. Drink now. 390 cases made. —*JL*



## Cambiata 2012 Albariño (Monterey)

**Score: 90 Points**

Bone dry and tart, this is made without oak, allowing the grape's natural acidity and flavors to star. There's a minerality to the lemons and limes, with hints of vanilla and white pepper. What a glorious partner for oysters on the half shell. — S.H. (6/1/2014)



# cambiata

## 2013 Pinot Noir

### *Unconventional and Iconoclastic*

Cambiata is not your average California winery. We are a little more unconventional and iconoclastic than our compatriots around the Golden State. I launched Cambiata in 2002 after making wines for other people for nearly two decades. My intention was to make distinctive wines that go beyond the Franco triumvirate of Bordeaux, Burgundy and Rhone. Today, we are vinifying a handful of compelling wines from some of California's scarcest grape varieties including Albariño, Tannat and Dornfelder. We also make limited quantities of Pinot Noir and Chardonnay from the Santa Lucia Highlands. Enjoy.



### *Old Vines Know Better*

The fruit for our 2013 came from one of the oldest Pinot Noir vineyards in the Santa Lucia Highlands. There's something special about old vines that winemakers and viticulturists just love. Mature vineyards tend to self-regulate and their wines have a concentrated sappiness that is intellectually and hedonistically satisfying. I've work with these senior citizens for 12 vintages and love the Pinots they produce.

### *Let the Fruit Sing*

The fruit was hand harvested in the early morning hours and delivered to the winery cold. The grapes were crushed to tank and cold soaked for 48 hours before inoculating with a carefully selected strain of yeast. The grapes were pumped over three times a day and pressed as soon as fermentation was complete. The wine was then settled and aged in 100% French oak barrels (33% new). To preserve the delicacy of the fruit, we racked this Pinot only once prior to bottling.

### *Taste Profile*

2013 was a Goldilocks vintage – not too hot, not too cold. It offered the mild growing conditions that bears and Pinot Noir vines love best. Our vineyard ripened on schedule without any sunburn or mold. The flavors were fully developed and the acids were balanced. It was a year that showcased the taste of the site as much as the personality of the variety. This 2013 is ripe and forward with oodles of black cherries topped with spicy clove and smoked paprika. The palate is full and rich and the underlying structure keeps the wine fresh and lively.

### *Numbers*

Owner/Winemaker	Eric Laumann
AVA	Santa Lucia Highlands
Fermentation & Aging	100% French oak barrels (33% new)
TA	0.56
pH	3.61
Alcohol	14.3
Cases	682

For more information please visit [www.cambiatawinery.com](http://www.cambiatawinery.com)

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## 2013 Chardonnay

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### *A Site For Sore Eyes*

Arroyo Seco Chardonnay fruit is tough to obtain. The vineyard for this wine had been locked up for years by another winery. When the owner adjusted the lot line he traded a portion of the vineyard to his neighbor. Luckily I knew the neighbor and was able to secure a few tons. The property is located on a bluff below the Santa Lucia Mountain range. It features well-draining, granite-based, alluvial soils and enough altitude to be free of any frost worries. From the top of the site you can follow the Salinas River as it winds towards the Monterey Bay or watch the sun as it rises beyond the spectacular rock formations of Pinnacles National Park.

### *Let's Get Toasted*

We harvested at night to ensure cold fruit at crush. The grapes were whole cluster pressed and the juice was clarified prior to fermentation. We approached the oak component in two different phases. During fermentation we wanted the juice in contact with mildly toasted oak to build structure and aging potential. Post fermentation we switch the wine to heavier toasted oak to add a touch of mellow nutmeg and vanilla. Overall we used about 25% new wood.

### *Taste Profile*

This wine captures everything I love about Arroyo Seco Chardonnay. It's powerful, but not heavy; aromatic rather than perfumey; structured, not acidic; and oaky without being woody. It has the balance and equilibrium I expect from any great Chardonnay. While it drinks well on its own, this is one of those wines that really shines with food.

### *Numbers*

Owner/Winemaker	Eric Laumann
AVA	Arroyo Seco
Fermentation & Aging	100% French oak barrels (25% new)
TA	0.69
pH	3.46
Alcohol	14.5
Cases	754

For more information please visit [www.cambiatawinery.com](http://www.cambiatawinery.com)