

With both gentle and dramatic south-facing slopes, Luminous Hills Vineyard sits in the southwestern portion of the Yamhill-Carlton District within the larger Willamette Valley appellation. While the appellation as a whole is largely known for its sedimentary soils, Luminous Hills Vineyard lies within a transition zone that has areas of both sedimentary soils (primarily Willakenzie) as well as volcanic soils (Jory). Overall, the vineyard is about 65% sedimentary and 35% volcanic.

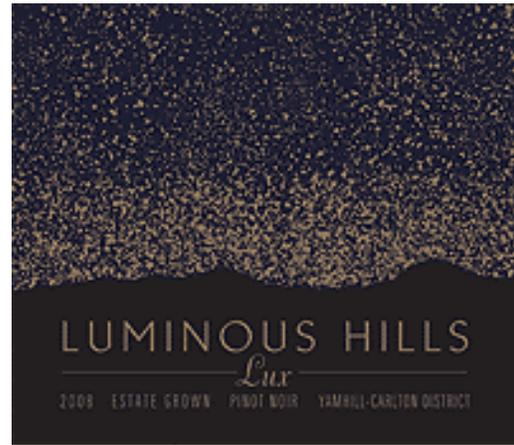
During the development phase of planting, many scout holes were dug to determine the boundaries of these soil types, in order to match clones to the soils and to enable us to manage those areas separately in the vineyard and to be able to vinify them separately in the winery.

Careful assessment of clones and rootstocks were conducted to make the best match for the soils, aspect and elevation at the site. A foundation of Pommard was selected along with large blocks of the Dijon clones 777, 667, and 115. The site uses primarily 101-14 rootstock, with the higher elevation portion of Pommard on Riparia in order to promote earlier ripening for this late ripening clone.



Farmed sustainably, Luminous Hills Vineyard is part of the LIVE program. In 2007, Luminous Hills Vineyard was certified as having passed the first year requirements of

LIVE, Inc, earning the rights to be designated Salmon-Safe. In 2008 we passed our second year inspection, receiving the full LIVE endorsement. Yields at Luminous Hills Vineyard are managed to a minimum to ensure the highest quality fruit. Each block with its unique soil-type and microclimate are tended to individually to optimize the unique character derived from the varieties and clones matched to each area.



2010 PINOT NOIR

LUX

Estate Grown, Yamhill-Carlton District

Suggested Retail \$35

Cases Produced: 112

Clone Selection: Pommard, 777

Soils: Sedimentary (67%), Volcanic (33%)

Harvest Dates: October 22, 2010

Bottling Date: September, 2011

Cooperage: French Oak (23% New)

Alcohol: 13.5%

As in past vintages, the 2010 Lux is exclusively Pommard and 777, that special and distinctive combination from Luminous Hills, dominated by the broad, deep dark fruited notes from the Pommard on lower elevation sedimentary soil, coupled with the intense brighter, redder fruits of the 777 on the upper elevation volcanic Jory soil. The difference this year is that, based on the success of this combination determined by blending trials before bottling in prior years, this year the two were co-fermented, bringing together, integrating, and elevating the wine, adding another layer of complexity in the process.

LUMINOUS HILLS WINERY, LLC

14200 NW Fir Crest Road

McMinnville, Oregon 97128

Ph (971) 241-6548 Fax (503) 434-2700

Website: www.luminoushills.com

Email: info@luminoushills.com