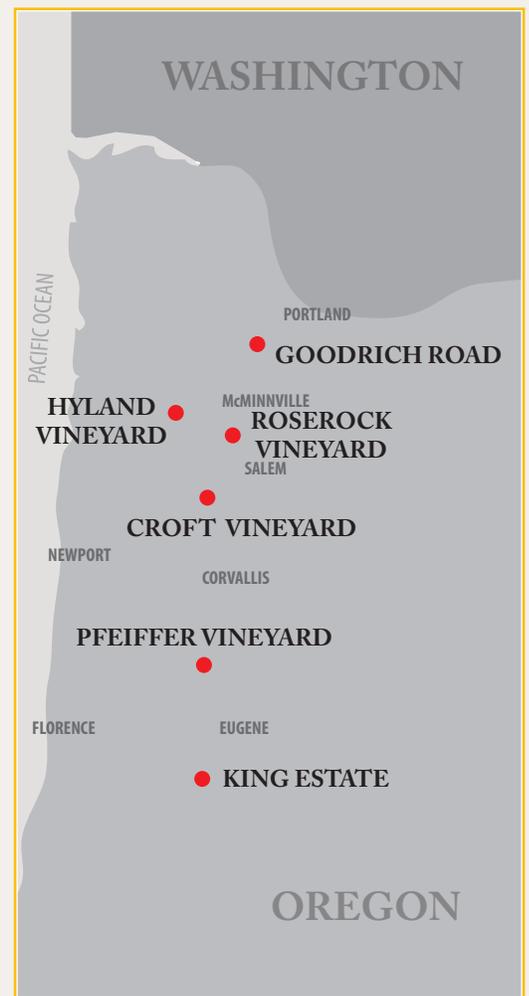


# BACKBONE SERIES VINEYARD SPOTLIGHT: PINOT NOIR

Backbone: the most important, or strongest part, of something.

Backbone is a wine born out of a desire to, rather than showcase the terroir of a particular site like a Vineyard Designate, show how much greater the whole can be than the sum of its parts. These vineyards are the “backbone” of our Signature collection and we are pleased to showcase their high quality fruit and demonstrate how selection of geographically diverse lots can produce an exceptionally balanced wine with structured acidity and added layers of complexity.

King Estate has a superior lot production program for both our Pinot Noir and Pinot Gris in which all lots are fermented and aged separately until final blending. Different vineyards produce fruit with various traits and this individual approach affords our winemaking team unmatched flexibility in crafting fine wines that best exemplify Oregon terroir in any given vintage. Our unique style has always allowed certain lots to be earmarked for special projects and Backbone is no exception.



## 2012 BACKBONE PINOT NOIR VINEYARDS

**ROSEROCK VINEYARD (33%)** - Perched on a ridge near the southern end of the Eola-Amity Hills AVA, Roserock fruit is rich and complex, with wonderfully concentrated flavors.

**KING ESTATE (28%)** - King Estate's vineyard provides an ideal Pinot Noir site with predominantly southeast sloped hillsides ranging from 800-1,100 ft. in elevation. Our northern latitude combined with Lorane Valley's west-east canyon like formation provides long summer days with optimal ripening conditions.

**GOODRICH ROAD (12%)** - The southeast facing slopes of Goodrich Road sit at 225-300 ft. elevation in Yamhill, Oregon. The site benefits from both a cool maritime climate and shallow Willakenzie soils, known for their excellent drainage.

**CROFT VINEYARD (11%)** - Croft uses organic viticulture practices and is known for wines with soft, supple tannins, robust enough to support high levels of oak aging.

**PFEIFFER VINEYARD (11%)** - A 70 acre site located 30 miles north of our estate vineyard in the Willamette Valley AVA, Pfeiffer is considered a warm site for Oregon.

**HYLAND VINEYARD (5%)** - Situated in the Van Duzer corridor, Hyland benefits from maritime influence, contributing to wines with elegant profiles, Burgundian in nature.



*King Estate*  
OREGON WINES