



**THE CENTRAL COAST GROUP PROJECT (CCGP)
2014 “PURPLE PYRAMID” SYRAH
SANTA BARBARA COUNTY**

the shape of a pyramid allows weight to be distributed evenly throughout its structure. most of its weight rests in the base & decreases with altitude. this allowed ancient civilizations to create massive structures of stone that were stable, balanced & powerful

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today, pyramids are symbolic of the ancient Egyptian mythology of life after death – death seen merely as the beginning of a journey to the other world

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iwana masaki, a butoh dancer whose work eschews all elements of choreography, states:

I have never heard of a butoh dancer entering a competition. Every butoh performance itself is an ultimate expression; there are not and cannot be second or third places. If butoh dancers were content with less than the ultimate, they would not be dancing butoh, for real butoh, like real life itself, cannot be given rankings.

the look and personality of dogs are commonly observed to be directly analogous to that of its owners. likewise, the style and expression of a fine Syrah wine is often observed to be directly analogous to that of its maker

this Syrah is deep purple, built like a pyramid with bracing & beautiful structural throughlines, laying a frame for highly satisfying vertical & horizontal extension

renowned for its chameleon-like complexity & ability to express different things in different climates & in different hands, Syrah can be powerful, elegant, floral, spicy. it can be fruit forward or fruit backward in all the colors: reds, blues, purples, blacks -- fresh & bright, ripe & juicy, or more minerally & dry

the second iteration of the Purple Series gives us true classic mature Syrah that resists fixity – Purple Pyramid. dynamic tension, energy & power in a balanced yet taut frame, allowing you to experience all the layers, the depth.

the Purple series is generally the more jovial sibling to the more serious and brooding Names. Nonetheless, this is a very serious wine by any standard – serious in its playful, iconoclastic way

my goal for this wine was to make something that would age for 50 years & transition to an ambrosia of its own delicious essence like the old school Baroli that i love from the 60's & 70's

in 2023 the wine is far from peaking & still has many years to enjoy in its “wine” window. a long decant is recommended

6.5 years from harvest to bottle, i have been obsessed with this wine, like a butoh dancer in a trance, kneeling transfixed before a purple pyramid of sand, attempting to extricate its pure life & primordial energy, & ultimately convey it to you

PURPLE PYRAMID PURPLE PYRAMID PURPLE PYRAMID PURPLE PYRAMID PURPLE PYRAMID PURPLE PYRAMID PURPLE

TASTING NOTES (by ChatCCGP)

a menthol raspberry pastis that kate moss spit onto the table at l'Arpege
next to a discarded bowl of black olives in a mild brine
washes of fresh dark fruit lapping on the shore as the sun sets behind the crisp ocean breeze
a glassy wave of deep dark blackberry & blueberry, going deeper framed with baking spice
cinnamon mint rhubarb
entering the purple room and getting deep into the tube getting darker
the wave is infinite and mouth watering
reducing to a transcendental beam of deep purple going long, long, longer
touchdown!

WINEMAKING

--100% SYRAH FROM WHITEHAWK VINEYARD (SUSTAINABLY FARMED)
--100% NATIVE/AMBIENT FERMENTATION
--181 DAYS TOTAL MACERATION TIME
--ML COMPLETED ON THE SKINS
--AGED FOR 63 MONTHS IN 100% NEUTRAL FRENCH OAK PIÈCES {28 MONTHS ON THE GROSS
LEES}, THEN RACKED INTO A STAINLESS STEEL TANK FOR 9 MONTHS FURTHER AGING
--16% ALC./3.43 pH
--UNFINED/UNFILTERED
--318 CASES (12/750ml) PRODUCED