

William Hatcher

THE ESSENCE OF MY WINEMAKING IS THAT LESS IS MORE

I am first a poet. As a creative effort, winemaking is nominally asymmetrical to poetry if only for being crafted in real time. While writing, fine art, music and the such are elastic processes, the entropic imperative of ripening fruit obliges indelible decisions with no do-overs. There is no eraser at the end of the pencil.

Notably, the tradition of European winemaking observes this immutable principle in its semantics. There is no word for “winemaker” in French, Italian or Spanish: one is a vigneron, viticoltore or vinicultor, the idea being that the wine is made in the vineyard. It took American sensibilities to coin the term “winemaker” as something of a twist on Voltaire’s observation that “God created man in His own image and man has been returning the complement ever since.”

Thus, philosophically, I proceed from the notions of less is more and the Tao of doing without doing. I believe in “shepherding” the wine from the vineyard, intervening as little as possible to allow the distinctions of terroir and vintage to reveal themselves. Accordingly, I rely on long cold soaking to gently coax color and the myriad flavor components from the grapes and to build a generous mid-palate underpinned by soft tannins and bright acidity that marries the resultant wine to food.

In a given vintage, the optimal blend may comprise only half or so of the barrels I make. As with the preparation of a fine meal, it is a question of what precisely informs the whole. Too much of the finest ingredient may overwhelm the balance. Thus, REX HILL and A to Z are always blessed with some beautiful barrels.

The 2012 William Hatcher Pinot Noir beckons with floral notes of rosewater, lilacs along with kirsch and cola undertones and hints of mocha and pencil shavings. On the palate red fruits blossom: raspberry, red cherry, strawberry and currant.

The 2012 vintage is redolent of the majestic 2008 but is more supple in its youth. Nevertheless, it can be expected to cellar for 15 years or more.



WilliamHatcherWines.com

30835 N Hwy 99W • Newberg, Oregon 97132
P. 800.739.4455 • F. 503.538.1409



Pinot Noir

2012 VINTAGE

2012 was a quintessential vintage bringing some repose to growers and vintners alike after two late years that tried the mettle of all. Budbreak was timely in a classic Oregon spring of warm, sunny days punctuated by cooler rainy spells. The pattern carried into June, making for a prolonged flowering that saw a reduction in set depending upon elevation and timing of the rains.

That wavy weather pattern eventually yielded into a more typical dry Oregon summer after two damp years with warm but not scorching days, cool nights and no rain in July, August and into September. Temperatures cooled a bit in late September into October making for the luxuriant ripening conditions winemakers yearn for where flavors, sugar, acid and tannin come together in perfect balance.