

# 2012 MONARCH PRIMITIVO

*Horse Heaven Hills ava  
Zephyr Ridge Vineyard*

**We are extremely proud to offer you our Monarch Series Reserve Reds — a series of intriguing, small lot, reserve quality wines.**

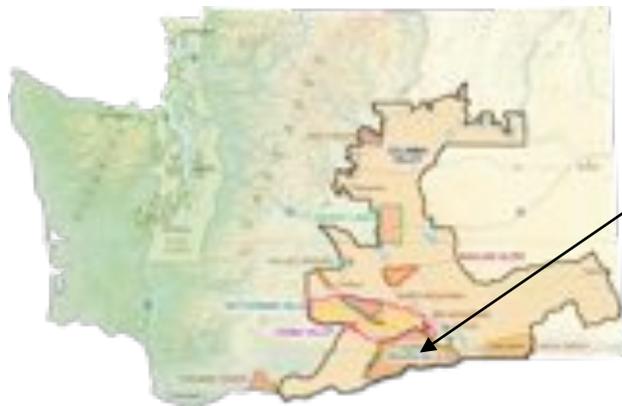
“**Monarch**” is a spectacular 36x30 oil-on-canvas painting done by local Spokane impressionist artist Edward W. Gilmore. The first time we saw this painting in Edward’s studio, we knew immediately it had to be used in a new Latah Creek wine label to represent our “Reserve” lineup of wines.

**Each Monarch release is unique;  
each wonderful**

Primitivo is a variety that is thought to have originated in the Puglia region of Italy. This also happens to be Mike and Ellena’s favorite area because it is “Old World” Italy. When Mike and Natalie were talking with their Petite Sirah source, he mentioned he also had a small amount of Primitivo grapes available. They tried to surprise Ellena with the wine, but unfortunately she found out early since she paid the grape bill. It has been so exciting for Mike to visit the original home of a grape varietal then be able to come home and make one himself; Natalie can’t wait to have the same opportunity.

*Winemakers Notes:* Sweet red raspberry, black grape, and fine leather aromas greet your nose. Flavors of blackberry and tayberry engulf your taste buds when you take your first sip, while toasty oak, cracked pepper, and sweet berry notes linger on your tongue. A balanced acidity adds a brightness enabling the wine to be enjoyed now and for years to come.

Enjoy this wine with hearty meals, heavy pasta dishes, or grilled meats such as Ellena’s Cracked Pepper recipe in her latest cookbook.



Zephyr Ridge Vineyard  
Horse Heaven Hills AVA

**Winemakers:** Mike Conway and Natalie Conway-Barnes

**Blend:** 100% 2012 Primitivo, Zephyr Ridge Vineyard, Horse Heaven Hills AVA

**Oak Aging:** 16 months in a combination of new and used French and American Oak

**Alcohol:** 13.5 % by volume

**Bottled/production:** July 15, 2014 | 200 cases

**Released:** August 2014

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