

Habit

2014

RED WINE

SANTA YNEZ VALLEY

Jeff Fischer is the sole proprietor and winemaker for Habit which he founded in Los Olivos in 2008 after years of making wine in his garage in Los Angeles.

His first vintage was just three barrels of the Red Blend. Habit now produces seven different wines from seven different vineyards in Santa Barbara County.

Fischer's wines focus on high acidity, lower alcohol, and strive to showcase varietal. All of the vineyards are sustainably or organically farmed and managed by the same Vineyard management team that he closely works with. The fruit is hand picked and hand sorted, and fermentations take place with both native and indigenous yeasts. Reductive winemaking techniques, punchdowns only by hand, and extended lees contact up until bottling keep the wines bright, fresh, and clean.

The Current Lineup includes Grenache Rose, Chenin Blanc, Gruner Veltliner, Sauvignon Blanc, Cabernet Franc, Red Blend and Pinot Noir.

The Eponymous hand on the label and the name Habit is an homage to Fischer's favorite hometown poet and artist William S Burroughs.



2014 Habit Red
Santa Ynez Valley
520 cases produced

Appellation: Santa Ynez Valley

Vineyards: Curtis : Cabernet Franc and Petit Verdot Santa Ynez Valley,
Cabernet Sauvignon Grassini : Happy Canyon, Merlot McGinley : Happy Canyon

All Sustainably Farmed

Soils: Curtis Gravelly Shale and Sandy Loam, Grassini and McGinley Red and Yellow Chert, Serpentine

Harvest Dates: Four Picks between September 13th, 2014 and September 23rd, 2014

Harvest Notes: Picked and Sorted by Hand

Grapes: 46% Cabernet Franc, 27% Merlot, 14% Petit Verdot, 13% Cabernet Sauvignon

Fermentation: All Varietals Fermented separately in open top fermenters, Punched down by Hand 2 x day,

Aging: 30 months on lees in French Oak, 30% New

Bottling Date: January 24th, 2017

Alcohol: 13.5%

PH: 3.6

TA: 6.0 g/L

Release Date: May 2017