

Habit

2018
GRENACHE ROSÉ
DEMETRIA VINEYARD
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 Bordeaux Blend, Pinot Noir, and Grenache Noir.



2018 Habit Grenache Rosé

Santa Ynez Valley

344 cases produced

Appellation: Santa Ynez Valley

Vineyard: Demetria

Soil: Chamise Shaley Loam. Biodynamically & Organically Farmed

Harvest Date: September 29th, 2018

Brix at Harvest: 20.5

Harvest Notes: Picked and Sorted by Hand

Grapes: Grenache

Fermentation: 24 hours on the skins. Pigéage, all fruit goes to press, No Saignee. Fermented in Stainless Steel. Aged on the lees in Stainless Steel until bottling.

Aging: 4 months

Bottling Date: February 1st, 2019

Alcohol: 11.5%

PH: 3.48

TA: 6.4 g/L