

# Habit

2019  
**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, Cabernet Sauvignon, Red Bordeaux Blend, Pinot Noir, and Grenache Noir.



## 2019 Habit Grenache Rosé

Santa Ynez Valley

200 cases produced

**Appellation:** Santa Ynez Valley

**Vineyard:** Demetria & Vogelzang Vineyards

**Soil:** Demetria Chamise Shaley Loam, Biodynamic and Organic. Vogelzang Gravelly Loam, Sustainably Farmed

**Harvest Date:** Demetria 11/09/19, Vogelzang 10/11/19

**Brix at Harvest:** 20.5, 20.1

**Harvest Notes:** Picked and Sorted by Hand

**Grapes:** Grenache

**Fermentation:** Crushed and De Stemmed, extended Skin contact, 100% of the fruit goes to press, No Saignee. Fermented in Stainless Steel on the lees up until bottling. Unfined.

**Aging:** 4 months in steel, two months in bottle

**Bottling Date:** February 1st, 2020

**Alcohol:** 12.5%

**PH:** 3.3

**TA:** 5.9 g/L