



## AN INTERVIEW WITH WINEMAKER ROB MONDAVI JR.

### **What motivated you to work with the Zinfandel grape?**

Through partnerships with local growers, we gained access to some very exciting old-vine Zinfandel vineyards, which range from 60-80 years old. We were able to ensure control over farming practices and harvest decisions by committing to entire vineyards.

Originally I was attracted to Zinfandel because it was one of the first varieties planted in California, so working with old vines was a critical part of Medusa's conception. But, ultimately, the decision to make Zinfandel wasn't difficult because all the partners in Medusa – my wife Lydia, Patti McKiernan and Geoff Whitman – are Zin lovers who appreciate the cultish, esoteric nature of the varietal. As the winemaker, I also appreciate the variety and intensity of flavors Zinfandel can exhibit, making my job less about creating differentiated wines and more about creating exciting wines.

### **How do the vineyards' diverse soils and age contribute to the individual flavor profiles?**

Hoodoo Creek in Lake County is our oldest vineyard at over 75 years of age, and its rocky, well-draining soils lend intensity and typical Zinfandel spice flavors as the grapes compete to thrive without irrigation. The Creekside vineyard of Bar 49 Ranch in northeastern Napa showcases Zinfandel's lush, jammy blueberry and dark fruit flavors. Pig Pen vineyard in Shenandoah Valley, on the other hand, combines the warmest climate with volcanic and clay soils, producing a wine with vibrant red fruit flavors and enticing aromas.

### **Why did you choose the name 'Medusa' for these wines?**

The twisted, crazy-looking old Zinfandel vines in these vineyards reminded us of the snake-haired Greek mythological figure who, although controversial, is a powerful female figure – like two of our founding partners! In Greek, Medusa means “guardian” or “protectress,” so we hope she will continue to watch over our vineyards so we can continue to make delicious wines, and have fun doing it!



MEDUSA



MEDUSA



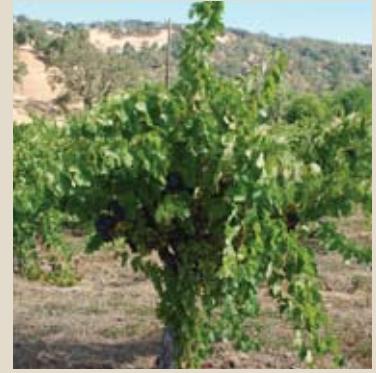
### PIG PEN VINEYARD

Named for the fencing that surrounds the vineyard protecting it from wild boar, this head-pruned vineyard creates wines with rose petal aromas and flavors of sarsaparilla and Rainier cherry.



### HOODOO CREEK VINEYARD

This dry-farmed vineyard, planted in an extinct ancient creekbed, produces wines with rich texture and notes of dark cocoa, cracked pepper, and ripe black fruits.



### CREEKSIDE VINEYARD

This vineyard block from the Bar 49 ranch, located in the mountainous northeast corner of Napa Valley, provides fruit with a deep garnet color, lush textures, aromas of exotic spices, and bold blackberry and blueberry flavors.

**Date Planted**

1978

**Rootstock/clone**

Zinfandel root

**Vineyard Acres**

3.5

**Soil Type**

Volcanic, Shenandoah clay

**Row Direction**

North/South

**Ranch Owner**

Deaver Family since mid 1800's

**Appellation**

Amador County

**Sub-appellation**

Shenandoah Valley

**9-liter Cases Produced**

785

1932

St. George/Primitivo

4

Cobblestone alluvial

East/West

Rosenthal Family

Lake County

—

655

1973

St. George

5

Loam

North/South

Keith Family

Napa Valley

Chiles Valley

445

## MEDUSA'S California Appellations



### Lake County

Clear Lake, the largest natural lake in California, lends a moderating influence to the county's warm daytime temperatures. This allows grapes to obtain an optimum balance of sugar and acidity in this fast-growing wine region.

### Napa Valley

Recognized as one of the top AVAs in California and the U.S., the diverse Napa Valley contains many unique microclimates tucked into a valley only 40 miles long and five miles wide.

### Amador County

Wine grapes arrived in Amador County with immigrants of Mediterranean descent during California's Gold Rush in the late 1840s. Zinfandel thrives in the iron-rich soils of the Sierra Nevada foothills, where a high percentage of old vines produces spicy, intense flavors.