



TRUE MYTH

PINOT NOIR

San Luis Obispo Coast

Experience the transformative power of nature in True Myth Pinot Noir, an elegant wine that captures the delicate essence of the butterfly on our label. Grown in the newly designated San Luis Obispo (SLO) Coast AVA, this Pinot Noir reflects the coastal beauty of the region.

With a stretch along the Pacific Ocean, between Santa Barbara County and the Monterey County Line, this AVA features 78 vineyards spanning 15 miles. The cool climate, marked by coastal breezes and abundant sunlight, results in a complex flavor profile. From the vibrant fruit to the soft tannins, True Myth Pinot Noir embodies the charm and allure of this premier Central Coast AVA, transporting you to a world of enchantment and wonder with every sip.

2023 VINTAGE

The 2023 growing season in the San Luis Obispo (SLO) Coast AVA brought welcome winter rains and a long, cool ripening period, ideal for Pinot Noir. Coastal fog and mild temperatures preserved bright acidity and allowed for gradual flavor development, while lighter yields contributed to greater concentration in the fruit. The resulting wines show purity of red fruit, refined structure, and a vibrant, silky finish. True Myth wines from this vintage embody the essence of a dedicated journey, showcasing remarkable depth and allure.

VARIETAL
100% Pinot Noir

STYLE
Delicate, bright fruit,
soft tannins

APPELLATION
San Luis Obispo Coast,
California

AVERAGE VINE AGE
15 years

HARVEST DATE
9/28/23 TO 10/7/23

FERMENTATION
Open top fermentation at 78°F
from 14 days

OAK
20% new French oak

ALC. 14.96%

PH 3.62

TA 5.64 g/L

UPC: 8-18051-02324-0

TASTING NOTES

The natural abundance of the San Luis Obispo Coast is expressed in every glass with exceptional flavor. Vibrant red cherry and ripe strawberry notes intertwine with hints of vanilla and spice, creating a harmonious flavor profile. The velvety texture and lingering finish are enhanced by a deep concentration of darker fruits.

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