



OJO BRILLOSO 2021 PINOT NOIR

WHAT IS OJO BRILLOSO? That's a question our Viticulturist Geoff Hall found himself asking when he joined our team in 2017. As he began learning about our estate vineyards and the talented 25 person in-house vineyard team that farms them, Geoff would often hear the team say 'Ojo Brilloso' which translates to 'shiny eye' or, loosely, 'nice observation'. Geoff quickly realized that it was these 'nice observations' made by people who were inspired and had intimate knowledge of each block of our vineyards that are truly the building blocks of Argyle's success. Celebrating this passion, respect and dedication is what the Ojo Brilloso concept is all about. Our people.

For this third year of the Ojo Brilloso program, we highlight our three Vineyards — Spirit Hill, Knudsen and Lone Star.

SPIRIT HILL VINEYARD

This wine comes from a block of Pommard clone Pinot Noir planted in 2014 at 750 feet elevation. The fruit was fermented with 15% stems, resulting in a wine with beautiful cool-climate layers.

KNUDSEN VINEYARD

This wine was made from a parcel of Pommard clone Pinot Noir that was planted in 2000 at 650 feet elevation. The fruit comes from a smaller knoll in the block that has shallower soils and smaller vine size.

LONE STAR VINEYARD

This wine comes from a parcel of Clone 667 Pinot Noir planted in 2002 at 325 feet elevation. The wine displays savory spice and a refined structure provided by the shallow soils of Eola-Amity Hills.

ARTIST—EDUARDO SOTO

The original artwork featured on the labels was created by Eduardo Soto, who is one of the 2020 Argyle Art of Sparkling scholarship recipients. Spirit Hill, Knudsen, and Lone Star Vineyards are portrayed in Winter, Harvest and Spring seasons.

Contributions from the Ojo Brilloso program are being made to the following non-profits that create opportunity, and support the health and education of vineyard and winery workers.



