

William Hatcher

THE ESSENCE OF MY WINEMAKING IS THAT LESS IS MORE

I am first a poet. As a creative effort, winemaking is nominally asymmetrical to poetry if only for being crafted in real time. While writing, fine art, music and the such are elastic processes, the entropic imperative of ripening fruit obliges indelible decisions with no do-overs. There is no eraser at the end of the pencil.

Notably, the tradition of European winemaking observes this immutable principle in its semantics. There is no word for “winemaker” in French, Italian or Spanish: one is a vigneron, viticoltore or vinicultor, the idea being that the wine is made in the vineyard. It took American sensibilities to coin the term “winemaker” as something of a twist on Voltaire’s observation that “God created man in His own image and man has been returning the complement ever since.”

Thus, philosophically, I proceed from the notions of less is more and the Tao of doing without doing. I believe in “shepherding” the wine from the vineyard, intervening as little as possible to allow the distinctions of terroir and vintage to reveal themselves. Accordingly, I rely on long cold soaking to gently coax color and the myriad flavor components from the grapes and to build a generous mid-palate underpinned by soft tannins and bright acidity that marries the resultant wine to food.

The 2018 William Hatcher Willamette Valley Pinot Noir is garnet-colored with a complex nose of rose petals, cassis, cherry, plum, pencil, cocoa bean, and oil-cured olives. As the wine opens, hints of cola, leather, tobacco, and spice add to the classic Pinot notes. Dark fruits pervade the attack, giving way to raspberry, Bing cherry and red plum on a rich, almost sappy mid-palate. Soft, supple, diffused tannins are well-integrated with the fruit and balanced by bright acidity. The 2018 William Hatcher Willamette Valley Pinot Noir is elegant with a vibrant mouthfeel that fills the palate and leaves lingering notes of clove and red fruit on the long finish.



Pinot Noir

2018 VINTAGE

A warm and dry Spring lingered through June before giving way to one of the warmest and driest summers in recent Northern Oregon history where Salem saw 87 straight rainless days. September brought welcome relief to the heat and the promise of a classic Oregon harvest. The best wines are round and ripe with a pleasing structure balancing tannins and acidity.



WilliamHatcherWines.com

30835 N Hwy 99W • Newberg, Oregon 97132

P. 800.739.4455