

# NOTHING ABOUT WINE IS GLAMOROUS UNTIL IT IS IN THE GLASS

By Tom Carlisle

## NEW RELEASE

### 2001 MAPLE RANCH PINOT NOIR

#### Varietal

100% Pinot Noir  
100% Rogue Valley  
100% Maple Ranch

#### Harvest Data

Picked Sept. 14 - 24  
25.3 Brix average  
6.7 g/L TA average  
3.50 pH average

#### Barrel Aging

100% French Oak  
20 % New Oak  
Aged 10 Months

#### Bottling Data

13.9% Alcohol  
3.68 pH  
Bottled December 2002  
Unfiltered & Unfiltered

#### Production

451 Cases Produced

**M**urphy's Law is an axiom of engineers and scientists. It states a clear and simple truth: "If anything can go wrong, it will." The Foris Corollary to Murphy's Law holds that nothing about wine is glamorous until it is in the glass. Ken Connolly, Foris' employee, coined the corollary a few years ago, while engaged in decidedly non-glamorous bird-abatement activities. According to Ken, if not birds or bears or rain or frost, it's most likely something else, something quite the opposite of enchanting. While the elements and the proclivities of various forms of fauna might be anticipated, other events are matters of circumstance.

Take for example the wildfire that ignited in a Selma hayfield late this summer. A gusty afternoon wind swept the blaze across Deer Creek and toward Gary Garnett's vineyard on the north side of the creek. Gary, a major provider of Foris grapes, had just completed vineyard operations in preparation for harvest.

He happened to be out and about admiring the fruits of his labor when he spotted flames headed his way. By a combination of luck and determination, he employed a common garden hose to divert the fire. It dodged his vineyard, side-tracked east, and quickly engulfed more than a dozen structures and nearly 2000 acres of prime forest land. Had luck worked another way, Gary stood to lose over 100 tons of grapes scheduled for the winery and perhaps his home and equipment.

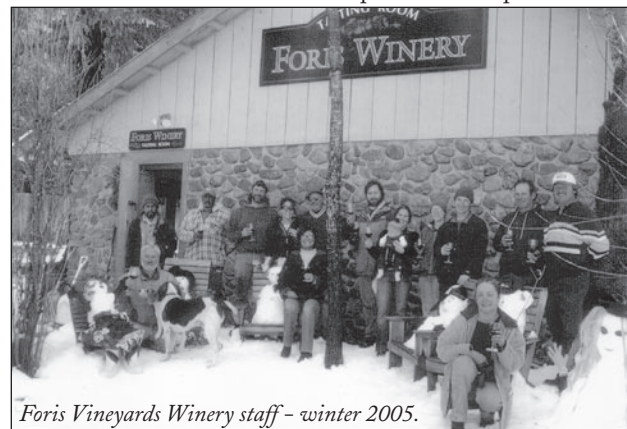
Another grower, Nancy Tappan at Evans Creek Vineyard near the town of Rogue River, experienced a bit of terrible luck about ten years ago. Her truck and trailer, bound for the winery laden with a four ton block of her finest Merlot, stopped for gas. The attendant forgot to replace the fuel tank cap. During the sixty mile drive, splashing gasoline thoroughly drizzled the load. The grapes couldn't be salvaged. Fortunately for Nancy, the gas station had good insurance.

One year, shortly after harvest, rain wiped out four

bins of Gewürztraminer. The grapes, loaded in their receptacles for collection but obscured from view at the far end of the rows, were overlooked. Rain flooded the bins, soaking them beyond redemption. Since then it's standard practice to drive both ends of the rows after each picking.

economical endeavor. To further diminish returns, while tractoring the puny pickings out of the field on a loader fork, the tractor's front axle snapped. The bin broke loose, careening into the creek and scattering its contents.

The lessons learned? Plan for what you can, but expect the unexpected.



Sometimes seemingly bright ideas lead to calamity. During the late 1980's, Foris aspired to improve efficiency by harvesting secondary blooms — the blossoms that sprout on the side-shoots of especially vigorous primary canes three or four weeks after the first bloom. It required two workers the better part of a day to pick only a short bin, hardly an

And when the unexpected happens, seek solace in Ken's perceptive Foris Corollary. The admittedly compelling charm, romance, and excitement of making wine are elusively alluring. They may exist, but only in the glass.

So, the next time you develop a thirst for vineyard glamour, fill your glass and drink it in. ■