

MONTEREY WINE COMPANY

STRANGEWAYS PINOT NOIR 2024

Wine Style
Bright, silky, cool-climate Pinot Noir with red fruit, spice, fine tannins, and the kind of Santa Lucia Highlands pedigree that is difficult to find at this price.

Why This Wine?
California Pinot Noir is hardly a missing category. Strangeways earns its place because it delivers something harder to find: estate-grown Santa Lucia Highlands Pinot Noir with real appellation pedigree, certified sustainable farming, and quality that overdelivers at its price.

Tell This Story
Communal has always been Euro-centric because Europe is where we most consistently found what we mean by value: not cheap wine, but quality, provenance, and character that feel greater than the price. We looked for that equation in California and would not add a Pinot simply to fill a category. Then we found Strangeways: estate-grown Santa Lucia Highlands Pinot Noir with real appellation pedigree, excellent quality for the money, and a producer whose values align with ours. Monterey Wine Company's commitment to people, certified sustainability, and forward-thinking packaging sealed the fit. The label is playful because there is nothing inherently strange about California Pinot Noir. What was unusual was how long it took us to find one we wanted to carry.

Common Objection
'Why does the world need another California Pinot Noir?' It probably does not. But if you like working with Communal, this one earns its place because it is genuinely excellent for the money: estate-grown Santa Lucia Highlands fruit, certified sustainable farming, and pedigree-appellation quality at a price that is unusually accessible for the source.

Food Pairing & Cross-Sell
Pair with roast chicken, grilled salmon, pork tenderloin, mushrooms, or other savory dishes. Position alongside Oregon Pinot Noir and Sonoma Coast Pinot Noir for customers who want ripe California fruit with enough structure and acidity to stay balanced.

One Thing to Remember
We waited for a California Pinot Noir that delivered the value we expect from Communal; Strangeways did.