

VITI / VINI

The 2024 Pinot Noir is sourced entirely from estate vineyards in the Santa Lucia Highlands. Approximately 20% of the fruit is retained as whole clusters. After a two to three day cold soak, fermentation begins naturally, with temperatures and pump overs managed to build color and flavor without hard tannin. The wine is gently pressed, allowed to settle, then transferred to small French oak barrels for a minimum of twelve months.

TECHNICAL FACTS

Country: United States
Region: Santa Lucia Highlands, California
Variety: Pinot Noir
Production: 15,000 bottles
Soils: Granite-based alluvial deposits combined with gravelly, sandy loam

MONTEREY WINE COMPANY

STRANGEWAYS PINOT NOIR 2024

THE PRODUCER



Monterey Wine Company has long paired technical rigor with a forward-thinking mindset. In 2009, it became the first U.S. winery to install a commercial Flash Detente system, an early example of its willingness to invest in emerging technology. More recently, it became the first U.S. facility able to assemble and fill the Frugal paper bottle on site, bringing a lower-carbon alternative to glass to commercial scale. That packaging innovation immediately resonated with Communal: it reflects the same belief that quality and sustainability should move forward together. Led by General Manager Shannon Valladarez, Monterey Wine Company also puts stewardship, authenticity, respect, and long-term relationships at the center of the business. Its estate vineyards and winery operations are CSWA Certified Sustainable, and many vineyard and winery employees have stayed for decades, with knowledge passed from one generation to the next.

FUN FACT

Strangeways nods to The Smiths' 1987 album and leans into the unusual and unconventional. The emu makes that spirit visual: odd, memorable, and impossible to miss. The twist is that California Pinot Noir itself is hardly strange; the label is playful, while the wine is seriously good.

VINEYARD

Estate-grown hillside vineyards in the Santa Lucia Highlands benefit from cooling Monterey Bay fog and strong afternoon winds that slow ripening and preserve freshness. Soils are granite-based alluvial deposits combined with gravelly, sandy loam.

SUSTAINABILITY

The estate vineyards and winery operations are Certified Sustainable through the California Sustainable Winegrowing Alliance (CSWA). Documented priorities include responsible farming, water conservation, land stewardship, care for employees, and lower-impact packaging through Monterey Wine Company's investment in the Frugal paper bottle.