

Florèz 'Kind of Orange' 2022

Who: James Jelks

Producer Summary (basic history): In 2017, after years working in wineries from Aloxe-Corton to New Zealand's Clare Valley, Santa Cruz native James Jelks was drawn back to home to launch his own wine label. As a UC Davis alum, he is technically trained but practices thoughtful, low-intervention winemaking. He farms some plots himself, while also sourcing fruit from well run mom and pop vineyards. James is a bit of a brinksman, eager to satisfy each dawning curiosity and tweaking his wines when new ideas come up. The Florèz wines are transparently raw, but well made and bursting with energy.



Where: Santa Cruz, California

Varietals: 100% Viognier

Viticulture & Farming Practices: practicing organic, seeking CCOF certification

Vintage Notes: "2022 became a quite compact harvest season," James tells us, "A drought year in combination with heat spells saw a quick ripening curve and a bit of a frenzy to pick in time. Fortunately we picked accordingly and were able to make wines with good freshness."

Vineyard: Gimelli Vineyard was established 120 years ago in the Cienega Valley. Surrounded by mountain ranges and cooled by the deep Monterey Bay, this vineyard has a moderate climate. Soils are decomposed granite, sandstone and limestone.

Vinification: 3 weeks maceration with 25% whole cluster inclusion. Pressed to neutral French oak barrels for 6 months aging on gross lees.

Production: 380 cases

Tasting Notes: Peach O's, mandarin, dry, tannic, and with medium plus acidity. A rose gold color from the skin contact.

Fun Fact: Although previous iterations of Kind of Orange have featured Sauvignon Blanc, with 2022 James worked with Viognier instead due to a state of advanced disrepair with the previous Sauvignon Blanc vineyard. James writes: "I was listening to a podcast featuring John Kongsgaard and he was talking about how Viognier was an aromatic variety with significant tannins and the light bulb turned on for me. How ideal for an orange wine. Viognier had just become available to me from a promising site nearby and I knew it was the perfect fit."

