

LIMERICK LANE

*Every year, for over 100 years
in late December,
when the rains have
quenched the soil,
when the cold has barred
the landscape,
and the fog has silently
enveloped all that stands,*

*Someone has risen
at first light,
Warmed their body and edged
their morning hunger,
assumed the familiar weight of
their jacket and boots,
sharpened the blades of their
shears with a stone,
and hand pruned every
grapevine on this farm.*

Each vine, individually.
Shaping them, cut by cut.
Each cut a decision.
Each cut a link in a chain,
an unbroken ritual,
started over a century ago.

By definition, Limerick Lane is an
estate vineyard and winery,
but there is a heartbeat
that roars here,
whose palpable existence alone
demands greater articulation,
it beats in the trees, the vines, the
dirt, the wind, and the rocks.

Limerick Lane is a century old
account. a tapestry. a history.
it is a grand and classic story
about grapes, wine,
and the families that are
inextricably tied to them.

And the wine made
from the vines,
whose roots run deep
alongside the rocks,
are chapters,
annually and seasonally written.

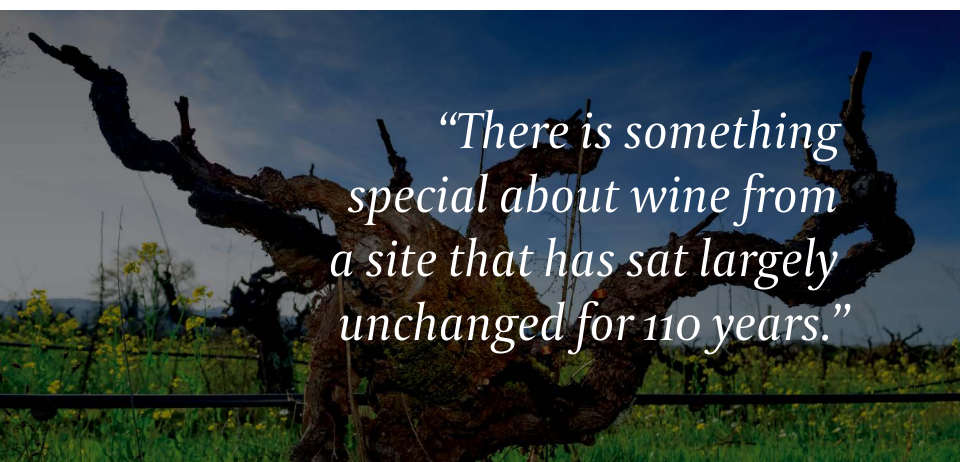
Each one a reflection,
of the cuts made that year.
The accounts of many of these
years are lost, never recorded.
but their presence lingers,
their cuts unmistakably visible
in the vines,
and their echoes still deep in
the roots and the rocks.

This story predates prohibition.
it predates the culture within
which it now resides,
a cherished throwback or
haunting reminder,
of days gone by, times passed,
and culture lost.

For over 100 years,
a family has tended these vines,
picked this fruit, and smashed
these berries.

a family has fermented these
bruised and broken berries in
barrels.

And a family has bottled
this wine,
adding another chapter to the
story of this place.



“There is something
special about wine from
a site that has sat largely
unchanged for 110 years.”

I wrote this piece on a particularly beautiful and meaningful day at Limerick Lane. I was feeling an immense connection to the land, the winemaking, the farming, and the people who dedicate themselves to the narrative. I then realized that our label and package did not represent Limerick Lane as a whole. So, in 2018, we began the journey of trying to encapsulate 110-years of history in a bottle and label. Much like with our wines, the goal was to create something thoughtful and magical but grounded and humble.

We returned to our beginning—Italy. We designed a custom bottle that will stand on its own in a sea of many. The *L* cartouche is a symbol of strength and dedication to our vines, which, regardless of stewardship, have deep roots at Limerick Lane. However, we were stalled when it came to the label.

Often, I find the answers to many questions associated with Limerick Lane in the property itself: the hills, the vines, the rocks, the trees, and of course, my family. This label would be no different. At home, where my family sleeps, and the original founders of the vineyard slept, covered with grass and flowers at the end of our driveway lies a section of a tree stump. I have passed by the stump hundreds of times and have never noticed what it was trying to tell me. When I looked closer, I saw the beautiful rings on the stump, and I understood our brand at a much deeper level.

There are now 110 rings in sequential order on our label, each representing a year of life at Limerick Lane. Every wine that we release is designated by a combination of the block it came from, the year the source vines were planted and the season during which it was grown. We feel the age and the sites where the grapes are grown are far more influential to the flavor and aroma of the wine than the varietal. These limited productions are unique. They are the real stories. If you look closely at our label, you will notice points distinguished on the rings. These subtle points represent moments in the Limerick Lane story over the last 110 years:

- 1910:** **Vineyards Established** (*center of rings*)
- 1933:** **Prohibition Ends**
- 1969:** **Summer of Love and the
Wine Industry Boom in
Sonoma County**
- 1976:** **Judgement of Paris**
- 1983:** **Russian River Valley AVA created**
- 2011:** **Jake Bilbro purchased Limerick Lane**

There is something special about wine from a site that has sat largely unchanged for 110 years. So few things in life have that much history to them. Our story began in 1910 and as the world progressed and evolved around this little plot of land, the vines remained the same.



Today, our family takes great pride in making and sharing wines that authentically reflect this marvelous tale of which we are but just a small piece.

And with great respect and admiration for those families who've preceded us, we invite you to take part in the ongoing narrative that is Limerick Lane.

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