



WINE  
DNA Vineyards Pinot Noir 2022

Varietal: Pinot Noir  
Appellation: Russian River Valley | Sonoma Coast | North Coast | California | USA | NA

Compared against

WINE CATEGORY  
Pinot Noir | \$30.00 - \$49.99 | Russian River Valley AVA

TASTRY NOTES

Our 2022 DNA Vineyards Pinot Noir captures the essence of the Russian River Valley terroir with vibrant red fruits —cherry, strawberry, and raspberry— balanced by a hint of oak that introduces vanilla and a touch of chocolate. Layers of blackberry and plum deepen its character, while subtle earthy notes and a refined spice extend the finish. This wine is a testament to the varietal, expected to earn over 93 points from 13.9 millions of consumers. It's approachable yet sophisticated, offering a journey into the true complexities of Pinot Noir.



Scan to visit [www.dnavineyards.com](http://www.dnavineyards.com) for more info about this wine.

167  
Tastry  
Category Score  
Mass Appeal

**Tastry Category Score:** A score above 100 means the wine outperforms other wines in the Category. This score is determined through a detailed analysis of preferences among US drinking age consumers. It helps identify how broadly a wine is liked and identifies trends in consumer appeal. In addition to Varietal, Price, and Region, wines are categorized as "Niche Appeal", "Broad Appeal", "Mass Appeal", or "Niche Classic". For more information go to [www.tastry.com](http://www.tastry.com).

SEGMENTED CONSUMER APPEAL

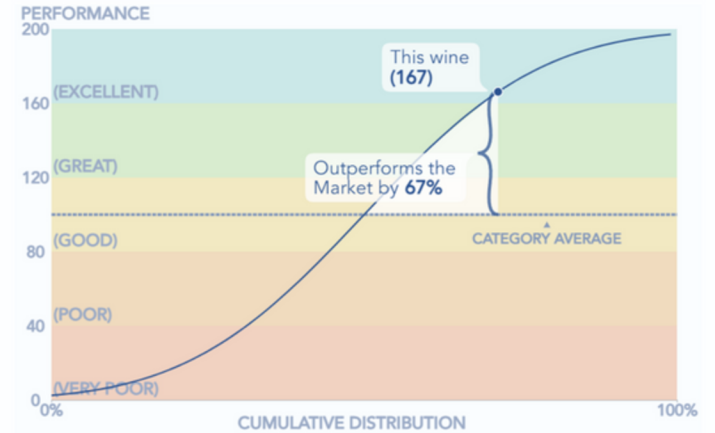
"SCA" reveals the numbers of consumers that will rate the wine Appealing, Very Good, or Exceptional. It is particularly useful in understanding the distribution of consumer appeal and provides a touch point to conventional critic scores.



- Exceptional - 93 Points or higher (13.9M Consumers)
- Very Good - 88 to 92 Points (30.0M Consumers)
- Average to Appealing (66.2M Consumers)

TASTRY CATEGORY SCORE

The "TCS" represents the relative average consumer perceived quality of the flavor profile of a wine within the defined Category. A score of 100 is average, and the further the TCS is from 100, the more the wine is over or under performing the category.



FLAVOR PROFILE

How the average consumer will experience the basic elements of the wine on a relative scale of 1 to 10. See 100+ additional characteristics at [www.tastry.com](http://www.tastry.com).





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### Food Pairings

- Prosciutto-wrapped figs
- Goat cheese crostini
- Truffle dishes
- Smoked salmon blinis
- Brie-stuffed mushrooms
- Filet mignon sliders
- Blue cheese olives
- Duck confit
- Garlic shrimp skewers
- Stuffed grape leaves
- Bacon-wrapped dates
- Pesto bruschetta

### Retail Talking Points

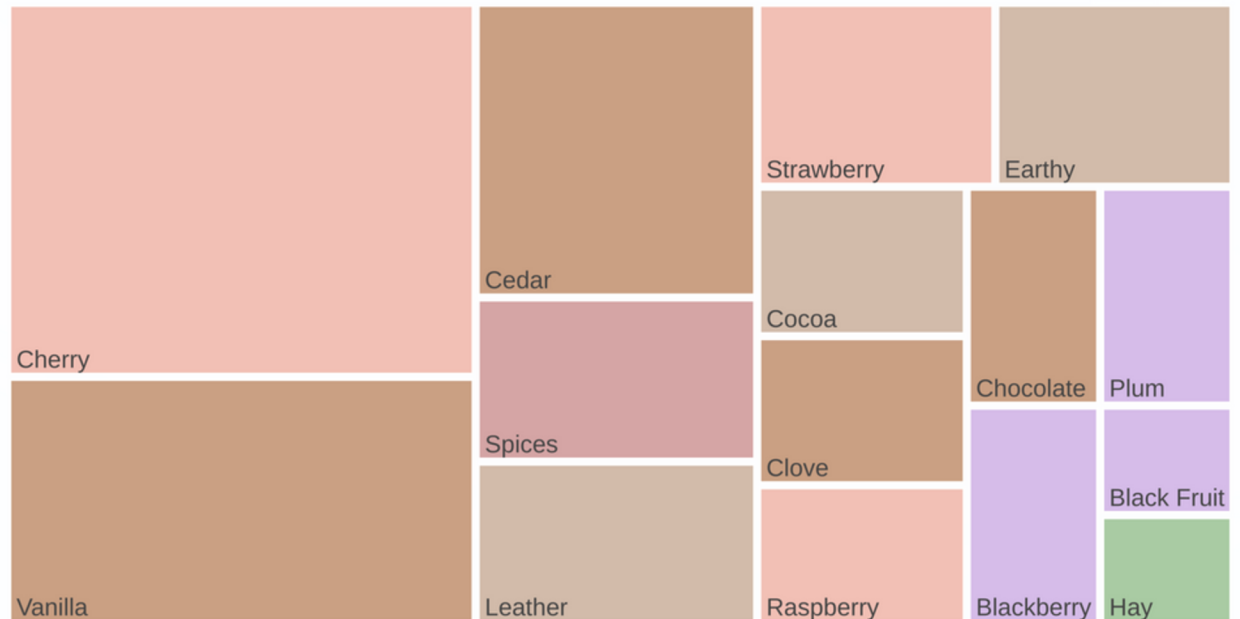
**Exquisite Craftsmanship:** Experience the legacy of Simone Sequeira's craftsmanship, whose two decades in winemaking culminate in this vibrant, award-winning Pinot Noir from DNA Vineyards.

**Unparalleled Flavor:** Indulge in a symphony of red fruits, toasty vanilla, and subtle spices, perfectly balanced to create an unforgettable tasting experience with every sip.

**Recent Press:** With 91 points from Wine Enthusiast this Pinot Noir isn't just wine—it's a celebrated masterpiece waiting to be discovered.

**A Sensory Journey:** From cherry notes to delicate hints of tobacco and orange zest, this Pinot Noir offers a rich tapestry of flavors that both novices and connoisseurs will adore.

### Flavor Profile



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