

Immortal Wines Shows the Wine Industry How to do Sonoma Cabernet

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by Julia Mathis - May 31, 2018

The Bay Area's thriving wine industry welcomes an exciting new addition with Immortal Wines.

Located deep in the Mayacamas Mountains, far off the beaten path of the Wine Train and the typical Napa Valley tourist spots lies the picturesque and idyllic Hidden Ridge vineyards. Encompassing 50-planted acres of lush garden fruit, Hidden Ridge has been producing wine since the early 90's with moderate success. While their product was good, they lacked the marketing focus and business acumen to push the business forward among the industry's numerous competitors.



However, all of that is about to change with the help of Tim Martin. Martin, a businessman with experience in the wine business, visited Hidden Ridge with his partners a few years ago and immediately recognized the potential of the property and its unique and varied landscape. Unlike most Napa Valley vineyards, Hidden Ridge's land can vary significantly in elevation from one acre to the next, allowing its fruit to receive sun and stress from multiple angles depending on what part of the slope it's located. That gives the grapes a truly diverse and diverse range of flavors and it's a feature that is hard to find in a California wine vineyard.

'Farming at this angle isn't allowed anymore. The most you can farm is at a 15-degree angle and ours is at a 50 degrees. It does not sound like a very big deal but when it comes to wine, it's a huge deal. What you're getting here is true mountain fruit, but mountain fruit on a slope with many different flavor profiles.' Said Martin.

He knew right away how much potential there was for Hidden Ridge, so he worked with their original winemaker and brought on the best possible team of vineyard managers and horticulturists to help create wine that was as exceptional and unique as the property it comes from. He wanted to show that Sonoma, typically known for its Chardonnay and Pinots Noir, can truly compete in the Cabernet market. It's an effort that has definitely paid off. *Impassable Mountain*, Immortal Wine's signature Cabernet, has received rave reviews from critics and collectors alike. Robert Parker 'the world's most trusted wine authority' has consistently scored



Immortal Estate Vineyard

the wine a 97 out of 100 on his rating scale. It's a wine that exemplifies the complexity of flavors created by the varied elevations of the Hidden Ridge vineyards.

"We are able to get all these different nuances from the land and the very best of the best goes into *Impassable Mountain*. It a true collectors' wine." Said Martin.



Slope, the other Cabernet in Immortal's debut collection, is a more accessible option for wine lovers to enjoy, but still has a well-balanced and remarkable in taste. Both will be available on Immortal Wine's [website](#) in the coming months.

And this is just the beginning for the brand. There are plans to produce a number of other wines at Hidden Ridge, including an estate-grown Rose, and the potential for developing additional collections endless.

As excited as Martin is excited about the many business possibilities that Immortal has to offer, it's clear from his enthusiasm that this is also a passion project. He is genuinely captivated by the wine and branding industries and is looking forward to make a real contribution to the market by challenging the wine community's perception of Sonoma Cabs.

"I'm excited because I think the world is ready to know more about Sonoma. People don't think of Cabernet when they think of Sonoma, but I love a challenge."





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