

PINOT NOIR

The pinot noir wave may finally be cresting. This year, it accounted for 13.6 percent of the most popular wines in US restaurants. That's still dominant—neck and neck with cabernet—but its share of the most popular wines is the lowest it's been since the post-*Sideways* boom that began in 2005.

Often, pinot noir means California pinot noir, which accounted for many of this year's most popular brands, including category leader Merry Edwards. At 1760 in San Francisco, four of Gianpaolo Paterlini's ten most popular wines were California pinot noir. "Pinot noir just blows everything away; it's not even close," he observes. His top-selling wine was a proprietary cuvée he makes with Ehren Jordan at Failla. And across town at One Market, Tonya Pitts is flying through Merry Edwards: "We've got Cooper Smith and Olivet," she says of Edwards' single-vineyard wines. "And then there's Klopp. I just think this last vintage of Klopp was back to where we were a few years ago: rich, robust, concentrated, with both red and blue fruits, and floral as well. It was also a staff favorite, and because it was Merry Edwards, people were happy spending \$170."

As for France, "The price of Burgundy is driving a lot of people away," observes Aldo Sohm of *Le Bernardin* in NYC—which makes accessible, overperforming Burgundy a hot commodity. For Jason Jacobeit at NYC's *Bâtard*, access came in the form of the 2014 Jaeger-Defaix Rully, his top-selling wine, priced at a cool \$44. "When a new vintage of that Rully arrives," he says, "I taste it within forty-eight hours, and if I like it I buy ten cases."

But pinot noir from just about anywhere was fair game. In San Francisco, *Foreign Cinema*'s Shannon Tucker found success with Sancerre rouge, and *Nopa*'s Dennis Cantwell poured the 2011 Vereinigte Hospitien from the Mosel by the glass.

Oregon was particularly hot, and six Oregon-based wineries made our list of the most popular pinot noirs. "People who like Burgundy really like Burgundy, but if you have someone who's more used to New World–style wines, then it doesn't matter if it's a \$500 bottle of an awesome Burgundy; it might just not do it for them," says Jason Prah at Acadia in Chicago. "Oregon walks the tightrope between the two styles; I think that's why it does so well here."







Red Bordeaux was always the king of red wine sales; we now sell five to one Burgundy to Bordeaux. – Joe DeLissio, The River Café, Brooklyn

MOST POPULAR PINOT NOIR

Rank	Brand	Bottling	Avg. Price
1	Merry Edwards	Russian River Valley Sonoma Coast	\$111 \$121
2	Emeritus	Russian River Valley Halberg Ranch	\$81
3	Belle Glos	Santa Lucia Highlands Las Alturas Vineyard	\$72
4	Flowers	Sonoma Coast Sonoma Coast Camp Meeting Ridge	\$96 \$147
5	Littorai	Sonoma Coast Anderson Valley Cerise Vineyard	\$98 \$160
6	Cristom	Willamette Valley Mt. Jefferson Cuvée Eola-Amity Hills Eileen	\$69 \$130
7	Meiomi	California	\$48
8	Belle Pente	Willamette Valley Estate	\$88
9	Lemelson	Willamette Valley Thea's Selection	\$72
10	La Crema	Monterey Sonoma County	\$42 \$45
11	Failla	Sonoma Coast	\$82
12	Kistler	Russian River Valley	\$143
13	Joseph Swan	Russian River Valley Sarah Lee's Vineyard	\$78
14	Tyler Winery	Santa Barbara	\$72
15	Domaine Serene	Willamette Valley Yamhill Cuvée Willamette Valley Evenstad Reserve	\$85 \$162
16	Bethel Heights Vineyard	Eola-Amity Hills Estate Eola-Amity Hills Aeolian	\$100 \$80
	St. Innocent	Willamette Valley Villages Cuvée	\$55
18	Au Bon Climat	Santa Barbara Santa Maria Valley La Bauge au Dessus	\$56 \$85
20	Rickshaw	Sonoma County	\$39
21	Ceritas	Sonoma Coast Costalina	\$113
22	Tatomer	Santa Barbara County	\$62
23	EnRoute	Russian River Valley	\$115
24	Westrey	Dundee Hills Oracle Vineyard Willamette Valley	\$55 \$48
25	lota	Eola-Amity Hills Pelos-Sandberg Vineyard	\$91
26	Stoller	Dundee Hills JV Estate	\$62
27	Byron	Santa Barbara Santa Maria Valley	\$53 \$48
28	Joseph Phelps	Sonoma Coast Freestone Vineyards	\$82
29	Maison L'Envoyé	Willamette Valley Two Messengers	\$70
30	Bodega Chacra	Patagonia Barda	\$100
31	Evesham Wood	Eola-Amity Hills Willamette Valley	\$51 \$60