



P.O. Box 2399  
 Paso Robles, CA 93447  
 manager@jandlwines.com  
 office (805) 239-1377  
 www.jandlwines.com



Please print these Shelf Talkers on as heavy a card stock as your printer will allow. They can be used as Retail Point-Of-Sale advertising and also are effective to stimulate wine sales in restaurants when posted where the servers can readily view them during business hours.



Scherrer

FOLD THIS FLAP TO ATTACH TO SHELF

FOLD THIS FLAP TO ATTACH TO SHELF

FOLD THIS FLAP TO ATTACH TO SHELF

CONNOISSEURS' GUIDE TO CALIFORNIA WINE

Volume 32 Issue 12: October 2008

 Pinot Noir

**2005 SCHERRER WINERY**  
**Pinot Noir**  
**Russian River Valley**



Although not among the bigger or more bombastic Pinots to be found, this buoyant youngster exhibits plenty of precise, cherry-like fruit and a nice dollop of sweet oak spice. Its soft and fairly mannerly tannins provide structure yet in no way interfere with near-term enjoyment, and the wine looks to be a good bet for service with savory pork dishes.



Limited production and/or limited geographic distribution.

Light Red and powerhouse White. Fowl, veal and light meats.

Drinkable now. Further bottle aging can improve this wine.

CONNOISSEURS' GUIDE TO CALIFORNIA WINE

Volume 32 Issue 12: October 2008

 Pinot Noir

**2005 SCHERRER WINERY**  
**Pinot Noir**  
**Russian River Valley**



Although not among the bigger or more bombastic Pinots to be found, this buoyant youngster exhibits plenty of precise, cherry-like fruit and a nice dollop of sweet oak spice. Its soft and fairly mannerly tannins provide structure yet in no way interfere with near-term enjoyment, and the wine looks to be a good bet for service with savory pork dishes.



Limited production and/or limited geographic distribution.

Light Red and powerhouse White. Fowl, veal and light meats.

Drinkable now. Further bottle aging can improve this wine.

CONNOISSEURS' GUIDE TO CALIFORNIA WINE

Volume 32 Issue 12: October 2008

 Pinot Noir

**2005 SCHERRER WINERY**  
**Pinot Noir**  
**Russian River Valley**



Although not among the bigger or more bombastic Pinots to be found, this buoyant youngster exhibits plenty of precise, cherry-like fruit and a nice dollop of sweet oak spice. Its soft and fairly mannerly tannins provide structure yet in no way interfere with near-term enjoyment, and the wine looks to be a good bet for service with savory pork dishes.



Limited production and/or limited geographic distribution.

Light Red and powerhouse White. Fowl, veal and light meats.

Drinkable now. Further bottle aging can improve this wine.