

April 1993

I'm pleased to announce the mid-April release of our 1991 Zinfandel you purchased on a futures basis last year. The wine was bottled unfined & unfiltered, and is showing very well right now.

Happily, we have new arrangements for futures pick-up. We found out it was possible for us to license a tiny area at Dehlinger Winery for storage & delivery of your wine. The license will become effective mid-April.

For those of you who have picked up DEHLINGER futures in the past, the procedure is the same. For those of you who haven't done this before, this is how it is done: You come to Dehlinger Winery, 6300 Guerneville Rd. Sebastopol, CA **AFTER APRIL 17, 1993**, and tell the person in the tasting room you wish to pick up your Scherrer Zinfandel futures. They get it for you and you sign for it.

If you would rather have your wine shipped to you, just send a check for \$12 (CA), or \$16 (CO, OR, NM, WA).

After many restless nights thinking about a name for our label, we finally have one. As my family's name, Scherrer, has been pronounced in the most creative ways, I was originally reluctant to use it on the label, fearing that people would not purchase something they had difficulty pronouncing. Many futures customers convinced me that my reluctance was unnecessary. Scherrer is pronounced like 'share-er' or 'shear-er', depending on the continent you come from. Either way is OK.

Judi & I have been overwhelmed by the positive response to our wine. We sold more wine than we had anticipated on our futures offering and we greatly appreciate everyone's support and trust in us. It is difficult for a young couple to put together enough capital to do something worthwhile without the help of others. Between our parents, employers, coworkers, and customers, we have started to pursue one of my longtime dreams. We are quite lucky to have you. Thank you.

Enjoy your wine in good company.

Sincerely yours,

Fred Scherrer