

Scherrer Spring Release Notice, March 14, 1998

It is time to tell you about the upcoming release of the 1996 Scherrer Zinfandels (yes, there are 2 now) and to inform you of some important changes. As you probably already know, I have made wine at Dehlinger Winery by day for the past 9 ½ years, and produced my own wine in my spare time. At the end of January, I left Dehlinger to focus on my own wines, my family's vineyard and my family. I initiated this change during the previous mid-summer giving Dehlinger time to transfer winemaking responsibilities during the 1997 vintage. I, in turn, was free to focus more on the Scherrer wines, to double the production of Zinfandel, and to explore the personality of my family's Chardonnay and Cabernet Sauvignon. It is a rare treat to leave an employer with a win-win situation. I am grateful for the opportunities and experience I gained at Dehlinger, and I wish them well.

Since it is now a separate winery, we have changed the name of our business from "F. Scherrer Wines" to "Scherrer Winery". We have rented a 3000 square foot room in a building shared with a wholesale herb company and a natural cosmetic company. It might have been natural to call the winery "Herb's Winery," but there are no "Herbs" in the family (though there have been a lot of Freds!). So "Scherrer Winery" it is. The business office remains at 966 Tiller Lane and the telephone and fax numbers remain unchanged.

The vineyard also remains the same. In the future, I'll devote more of my time there, so my father looks forward to freedom from day to day vineyard work (we will see how really "free" he allows himself to become). My sister, Louise, and I look forward to developing complimentary roles in the vineyard's future. My wife, Judi, looks forward to having a full-time husband on evenings and weekends again. My daughter, Rachel, looks forward to a father that isn't too busy working to play. You can look forward to better availability and more variety of our wines. Even the stock market can look forward to...

An open house. When Dehlinger closed its tasting room last year, I was not able to offer the option of picking up the 1996 Zinfandel futures there. Those of you who reluctantly paid for shipping (even though you might live across the street) will have the option of coming to our open house to pick up your wine and arrange a refund of your shipping charges. If you can't make it, the wine will be shipped to you as previously arranged. Those of you who don't have futures to pick up are equally welcome to visit. **We will be available at the winery for three days: The weekend of April 4th & 5th, and Saturday April 11th (the day before Easter) from 10 AM to 5 PM.** We will be closed on Easter Sunday so that Rachel can hunt for Easter eggs. **Please note that there will be no wine for sale at the open house.**

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Although we will not be open to the public throughout the year (local zoning does not allow us to have a typical tasting room), we will continue to host events for our customers. This open house is intended as an opportunity for you to come and see the winery, visit with us, and pick up any outstanding futures purchases you may have. We will also have our traditional futures offering and barrel tasting of 1997 Zinfandels in late summer. You'll hear more about that in our regular summer newsletter.

Due to the small crop in 1996 and the resulting decrease in production, we have much less wine for sale this year than in years past. The futures sale was also more popular than expected. So due to our commitments to futures customers and the retailers and restaurants, all of which have been responsible for our success, there will not be any additional wine to offer for direct purchase at the time of release. (I toyed with the thought of further reducing the allocations for my wholesale accounts, but they know where I live!). If you'd like to find some of our wine at a retail shop, by mid to late April I should know which retailers to direct you to in California. You may inquire by telephone or fax to the number listed at the bottom of this page, or e-mail to freds@sonic.net.

Although production increased with the 1997 harvest, please rest assured that I do not plan on producing more wine than I can physically handle by myself. The winemaking gestalt I have developed over the last 19 years absolutely relies upon my having a close relationship with the vineyards as well as every physical step of the winemaking process. This allows me to make better gut-level decisions about what is best for a wine without being overtly conscious of the process. It is this reliance on intuition that limits the amount of wine I can produce.

I intend to continue working with vineyard parcels with fruit of exceptional beauty & personality and to allow those qualities to express themselves to their best advantage. So far, I have only produced wines under the Scherrer label from grapes grown at my family's vineyard. Yet if a great Syrah or Pinot noir vineyard was to become available... Of course, this isn't as easy as one might think, I loathe the thought of buying grapes out from under another winery. Currently, this is too common.

Thank you for your past support of my wine. It has allowed me to achieve my longtime dream of operating my own small winery. I hope to see you at our open house this spring.

Sincerely yours, Fred Scherrer