

Hope springs eternal ...

We are pleased to announce the Scherrer Winery fall releases and 2004 Zinfandel futures offering at our annual **barrel tasting, August 5, 6, & 7 from 10 to 5** at the production facility, **4940 Ross Road, Sebastopol (707-824-1933)**. As usual, this is not advertised to the general public. Only those on our mailing list and their guests are invited to this 'private party.' The least crowded times to come should be on Friday, and early in the day on Sunday. If you expect to take any bottles of our released wines home with you from the open house, please plan protection for your wine from the possibility of high temperatures. An ice chest or at least a styrofoam shipping container would be a good idea.

The young 2004 wines: What started out as a beautifully moderate growing season finished up with a rudely long hot spell and very low humidity. Our 'fountain of hope' flowed, and we proceeded with the vintage with a combination of optimism and tempered expectations. Well, my worst fears were not realized. Newly fermented wine lots have turned out extremely well, with very few exceptions.

FUTURES

2004 Old & Mature Vines Zinfandel futures: As much as I appreciate the delicate perfumes that are retained in cool vintages, Zinfandel is a variety that enjoys a good bake now and then. This stuff seemed to laugh at the hot, dry streak that occurred at harvest. Perhaps the vines at the Scherrer vineyard were just in such good shape before then (ask my dad)? It's hard to say what were the most important factors, but the results speak for themselves. Harvested exactly when we wanted to, I am thrilled with the generosity of flavor, and the balance between ripeness and restraint this vintage shows. Huge aromas of blue, red and black berries, as well as cassis flavors meld into a long and persistent finish. About 800 cases to be produced. *Estimated retail at release: \$28 per bottle. Futures price: \$225 per case. Futures released April 2006*

2004 Shale Terrace Zinfandel futures: Typical stone fruit, bramble berries and supple tannins with a nice lift at the end make it very attractive at this time. Because of the limited production, this is offered 'first crack' to those who bought Shale Terrace in the past. Others can place an order as a 'wish' and we'll fill them as we can after the 'first crack' have had an opportunity to order. Again, hope springs eternal... About 200 cases to be produced. *Estimated retail at release: \$24 per bottle. Futures price: \$195 per case. Futures released April 2006*

FALL RELEASES

2003 Sonoma County Pinot Noir: As I have explored various vineyard sites for Pinot Noir, I have had the luxury of employing an increasingly brutal blending selection for our various bottlings. In 2003, I had a few fermentation lots that combined very well into a wine that reflects bits of Pinot personality from the entire county rather than the Sonoma Coast or the Russian River Valley. It has aromas of strawberry preserves, morello cherry, a hint of saffras and well integrated oak that unfold into a very long, supple finish. Our first Pinot Noir that carries this designation, this is for those of you that have repeatedly requested a \$25 Pinot Noir. Recently, I brought a bottle home for dinner, and Judi couldn't believe we weren't going to charge more for this. It is rare to find Pinot Noir of this quality for the price. I expect it to be at its best within a couple years from release. 250 cases produced. *\$25 per bottle. No limit. We're using Mel Knox's (the barrel broker) allocation method of 'pigs to the trough' (first come, first served).*

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2003 Scherrer Vineyard Chardonnay: For the first time, I bottled this late, after the following vintage. I am extremely happy with the complexity and balance of this wine. Flavors like lime and apple pie à la mode, it is rich and round with a mouth watering lift at the end. These Chardonnays age quite well. The 1997 is just beyond its peak, but the 1998 is right on, which the 2000 is entering. 2001 is still on its way up. To borrow another hackneyed phrase, 'patience is a virtue.' 210 cases produced. *\$25 per bottle.*

2002 Alexander Valley Cabernet Sauvignon: There has been a lot of hype surrounding this vintage, regardless of variety. Well, I must admit that some of it is warranted. As a result of truly minimal handling, we bottled this in May 2005, quite late for most producers. Surprisingly complex, it is showing its youthful cassis most toward the forefront right now. The generous French oak is already well integrated (only I know how much there is really there). Textural, chewy, firm and juicy with a long, zippy finish, it should continue to integrate well over the next 4-5 years. For those who are impatient, when paired with big food it is extremely pleasurable right now. The vineyard designate will be released this November. 120 cases produced. *\$32 per bottle.*

Vins Gris: Traditionally, we make only one of these each vintage. In 2003 we ended up with three different wines. As I mentioned in April, we were down to only two in 2004. For those of you new to this wine, we drain off a small amount of juice shortly after filling fermentation tanks with certain parcels of Pinot Noir and Zinfandel. This pink juice is then fermented in neutral barrels where it ages on the spent yeast for several months before bottling.

2004 Vin Gris: You saw this in the spring. I am pleased with its early development, finding it ready for the summer. I do not think we have had a better vintage of this wine. 'Tis the season to reload while there is still summer left. *\$14 per bottle, \$30 per 1.5L*

2004 Vin Gris of Cabernet Sauvignon: In 2003, I experimented with making pink wine from this variety. The results were encouraging enough to repeat it in 2004. Compared to the typical Vin Gris of Pinot Noir and Zinfandel, this wine is very dark for a pink wine. Almost as deep a color as some Beaujolais Nouveaux. More generous and lower in acidity than the 2003 vin Gris of Cabernet Sauvignon, it sings best with salty foccacia and olives (duh, Fred). This is a truly unique wine style that is like nothing else I have seen. 45 cases produced. *\$14 per bottle*

With some of the recent, very positive press on some recent releases (particularly our 2002 Pinot Noirs according to *Restaurant Wine*, and *Burghound*), there have been many new people who are now on this mailing list. If you are new (or not so new), and are interested in wines not listed on this order form, please feel free to call or email inquiries. We left some extra lines on the order form so there is room for these additions. Since we release to restaurants and wine shops later, when the wines are truly ready for consumption, chances are we still have some of the most recent wines available. However, there are a couple that will be gone shortly.

The fall releases will be available for pick up at the August open house. If you schedule pick-up for your wine and are not able to make it, arrangements will be made to ship the wine to you and the shipping costs added to your invoice. Shipments of the fall releases will vary depending on when the weather in your area will be kinder to the wine. If you are anxious to get your wine sooner, I suggest you upgrade to Fed-Ex second day or DHL overnight to minimize the wine's risk of extreme temperature exposure.

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The 2004 Zinfandels will be released in the spring of 2006. We can only set up futures purchases for either: 1) pickup at our open house in April or 2) shipping to the states listed on the order form. Prior to release, we will send out an update in the spring newsletter outlining any concrete changes in shipping laws that may occur after now. Which leads us to...

The Direct Shipping Circus: Despite what the press often reported due to the recent positive U.S. Supreme Court ruling, we cannot automatically ship to all locations immediately. Not only do the various states need to figure out how to deal with it, so do the shipping carriers. But, the direction things are taking is positive. For example, New York should have a reasonable direct shipping policy on the books soon. We suggest consulting the Wine Institute's very useful website for current interpretation of legality and carrier options: <http://www.wineinstitute.org/shipwine/index.htm>

The mailing list: As our mailing list has grown, we feel it is time to assess whether or not to continue mailing to 'inactive' addresses. We understand that some of you procure our wines through other channels, pool your orders with others, or may not be able to order as regularly as desired. It's just time to prune the list a bit to avoid wasted resources, that's all. If we have not heard from you in three years, but you wish to continue getting the mailer, please let us know so we can continue to keep in touch. An order placed within three years, a call, or an email to info@scherrerwinery.com will do the trick.

The November 'Library' open house has been such a hit, we plan to continue doing it. The dates will be November 18, 19 and 20 from 10 am to 5 pm. The 2002 Scherrer Cabernet Sauvignon, 2003 Russian River Valley Pinot Noir, 2003 Helfer Chardonnay, 2003 Bliss Syrah and an additional surprise wine will be released then. Plus, we will do our yearly reassessment of our library and offer a few bottles of selected older vintages as well. Oh, yes and magnums, too.

The 2005 growing season so far: With all the cool wet weather, it is reminiscent of aspects of 1998, which, in fact I thought turned out to be a pretty darned good vintage if handled thoughtfully in the vineyard as well as the winery. The Chardonnays and Cabernet Sauvignon turned out to be the stars of that vintage in this house, and both are drinking quite well today. Other aspects remind me of the wonderful 1991 growing season. Hope springs eternal... In 2005, I think that the radical changes from warm to cool and rainy at bloomtime will decrease the 'set' of fruit, and consequently the quantity in locations/varieties that were at a critical point in the process. In the best situations, the clusters will simply be looser with better exposed berries containing fewer seeds than usual. By contrast, in the worst situations, adjacent vines might have a huge or a tiny crop in a nearly random manner. Growers tempted to not thin the crop on the 'well-hung' vines to compensate for the scraggly ones will only lessen the quality, sacrificing evenly developed fruit at harvest. Also, the ample soil moisture has resulted in higher than normal vigor in many sites, requiring more vine canopy work. It could be a vintage that separates the serious from the non-serious. I hope the serious are the majority.

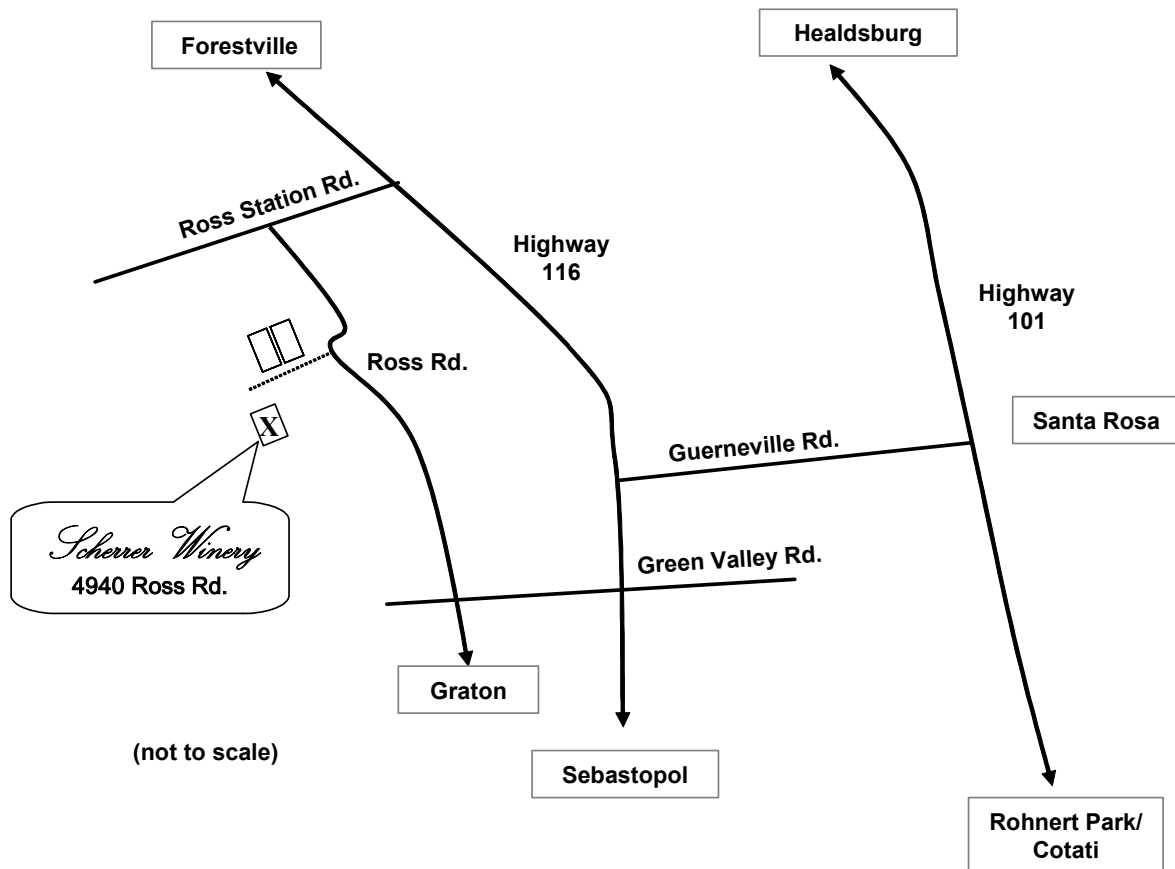
Thanks for your continued support. It allows us to do what we love to do.



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Directions: Below is a map of the area local to the winery. **The winery address is 4940 Ross Road, Sebastopol.** If you get lost, the telephone number at the building itself is (707) 824-1933.

Please drive slowly down the driveway. Children (including our own) will be playing nearby. **The new entrance is around the back on the west side of the building.** Parking on the gravel side will now be closer to the entrance, so don't hesitate to drive clockwise around to the other side of the building.



Shipping Information. An adult signature is required upon delivery.

	750 mL	Half Bottle	Magnum
Delivery to most greater San Francisco Bay Area Residents (including Sacramento area)	\$15/box (full or partial)		
UPS to CA Residents	\$2.50 or \$25/case	\$2/bottle	\$16/bottle
UPS to CO, ID, OR, NM or WA	\$3.00 or \$30/case	\$2.5/bottle	\$18/bottle
UPS to IA, IL, MO, NE, TX or WI	\$4.00 or \$38/case	\$3/bottle	\$20/bottle
FedEx 2-day to states above plus: GA, D.C., LA, MN, NC, ND, NV, WV, WY or VA	\$5.50 or \$56/case	\$4/bottle	\$24/bottle
DHL overnight to any above state plus: Hawaii and Alaska please call	\$6.25 or \$62/case	\$4.5/bottle	\$28/bottle
Delivery to an address with liquor license: All states			

Shipping update: Getting closer!! We've added NC, TX and VA. Soon to follow will be CT and NY - but as of this printing regulations and systems aren't yet in place. Hopefully the pieces will have fallen into place to allow shipments in the fall when the weather is more favorable.