



Gimme a Break!

We all need a break sometime. Even grapevines need a break. They got one this year after an initial early and fast-paced onset of the 2007 vintage. This also allowed me an opportunity to write during harvest.

This harvest: In contrast to the last two vintages, 2007 started early. With ample warmth and low soil moisture, the vines marched thru their various stages with a light-footedness of a long distance runner. Depending upon the variety and location, bloom time weather caused most blocks to set a light crop of looser-than-normal clusters. Crops in affected areas are down by 30% to 50% from the past two years' levels. In the best situations, there is a reduced but economically viable crop of extremely high quality fruit. So far, the very young or still fermenting wines are very encouraging. The early part of this vintage reminds me somewhat of 1994, where you had to try hard to make a poor wine. The later varieties that are still on the vine are dealing with the challenges of botrytis and decay. Folks who have not decided to harvest will have that decision made for them before long.

This past year, we have made major changes to our label. And the votes are in: overwhelming approval. So while I've been focused on wine, Judi and Cogito Creative have continued to slowly roll out our new look. Work is underway to update our website in the near future. Our low tech newsletter got a much needed face lift with a look that mirrors the more elegant brand image. And just as the new label didn't change what's in the bottle, the format changes won't change the content of the newsletter – it will just be more appealing to the eye.

New Releases

2005 Helfer Vineyard Chardonnay

Happily, we are seeing the benefit of Don Helfer's grafting over of most of his Pinot Noir to Chardonnay. This wine strikes a nice balance between old world and new world personality. Lime zest, star fruit, minerality/wet stones on the nose, enveloped by a fairly thick texture in the mouth with sufficient, enlivening acidity are the hallmarks of this vineyard. It is just a baby. 140 cases produced. *\$36 per bottle. Half bottles \$19. Magnums \$74.*

2005 Sonoma County Pinot Noir

This is our first Pinot Noir offering from this vintage. It was bottled in April, rather late by most folks' standards yet like many other local Pinot Noirs of the vintage, it will benefit from additional time in bottle. The 2005 vintage played perfectly into our normal sense of aesthetics and style, so it seemed a pretty easy vintage to work with. There seemed to be very little to do except assure that healthy fruit was harvested in its 'sweet spot' (aka 'optimum ripeness' – whatever that means) and handled appropriately. Rose petal, black pepper, Santa Rosa plum and thyme all take their aromatic turn. In the mouth, it begins broadly, yet the bright acidity rapidly pulls at the edges resulting in a bright, mouth-watering, food-friendly finish. 400 cases produced. *\$34 per bottle. Half bottles \$18.*

2004 Sonoma County Cabernet Sauvignon

A 100% varietal from my dad's vineyard in Alexander Valley. A few barrels of an area here or there may not fit into the other two Cab bottlings I make, so I find somewhere else to put it. I used to call this Vin Rouge, but since most people assumed it was a non-varietal blend, I decided to call it what it probably should have been called from the start. Bright, red fruit, cassis, freshly-tilled loam aromas are followed by snappy, ripe plum and cherry pie on the mouth. Working with the Cab from this vineyard for a decade now, I can see how either 0% or 100% new French oak can work well to different effect. This wine is the 0% end of the spectrum, which shows the 'naked' fruit very well. 108 cases produced. *\$25 per bottle.*

2004 Alexander Valley Cabernet Sauvignon

The heat experienced during the 2004 vintage pushed this Cabernet Sauvignon right toward the soft, plush textured zone. This natural lushness is accentuated *and* balanced by the relatively generous use of new top-end French oak. Like the above wine, this has cassis and fresh loam, but the loamy side is carried much further by the gorgeous new wood. While it is rich and thick, it still has enough acidity and structural tannin to be very good with meals. 190 cases produced. *\$35 per bottle. Half bottles \$18.50.*

2005 Bliss Vineyard Syrah, Russian River Valley

This is our last bottling from this vineyard since it was sold to Lynmar Winery last year. You may want to look for theirs in the future, as it contains some fantastic grapes. If you love elegant northern Rhone Syrah with blueberry, white pepper flavors and a very slight touch of new oak, this wine is for you. It has a very long, sneaky finish and should develop well for years. It happens to be my favorite vintage of this wine. It figures. Fortunately, there are other Syrahs on our horizon. 90 cases produced *\$40 per bottle.*

Library Wines

Thinning out the library: Every year at this time, we take a fresh look at what we have held back for our library and retrospective tastings. We also like to pull out the magnums, since the holidays are such a great time for the large format bottles in addition to older gems. In order to give everyone a fair chance, and to be able to make quick updates as wines sell out, we will post a library order form on our website beginning 9 am Saturday November 3 at www.scherrerwinery.com/library. Alternatively, you can call the office and we can fax a current list to you. Some items may only include a bottle or two and they will be sold on a first-come, first-served basis. Quantity discounts will carry over from any wines ordered on this mailer which total 12 or more 750 mL bottle equivalents.

Open House

November Open House Friday the 16th, Saturday the 17th, and Sunday the 18th from 10 to 5 at the winery located at 4940 Ross Road, Sebastopol (707) 824-1933. You will be able to taste the new releases just described as well as a selection of older library wines, some of which will also be for sale. As usual, this is not open to the general public – just for those of you on our mailing list.

The new releases and library wines will be available for pick up at the November open house. If you schedule pick-up for your wine and are not able to make it, we will make arrangements to ship the wine to you and the shipping costs will be added to your invoice. Shipments of all wines will vary depending on when the weather in your area will be kinder to the wine.

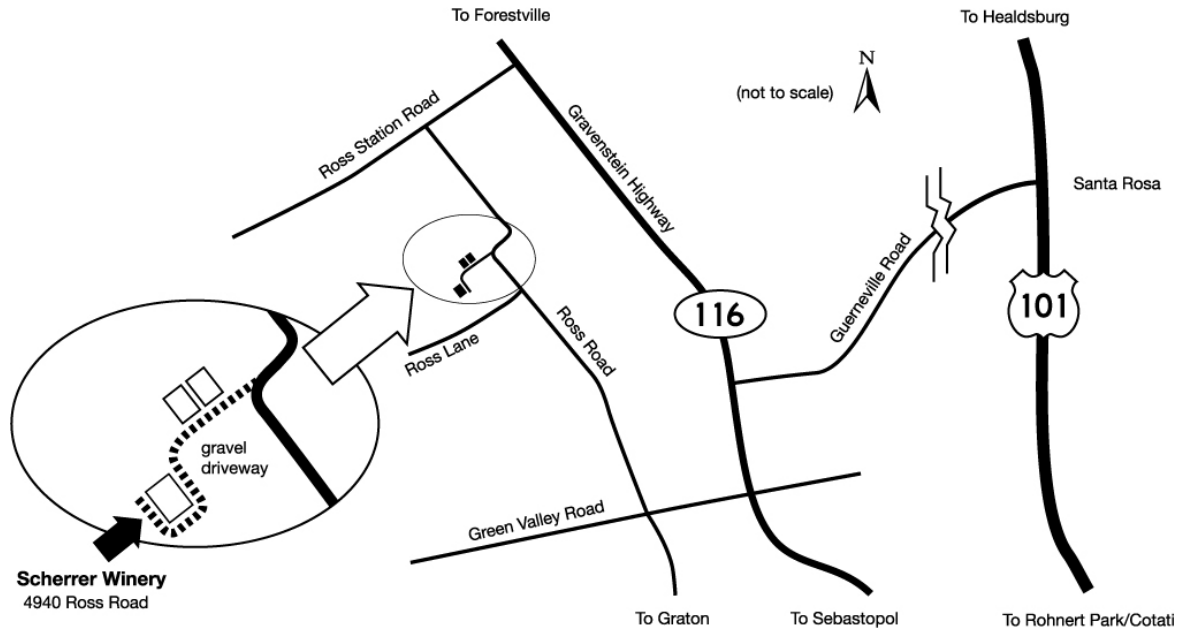
Thanks for your continued support. It allows us the creative freedom to do what we love.



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 entrance and gravel parking is on the west side, 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	\$20/box (full or partial)		
UPS to CA residents	\$3 (\$30/case)	\$1.50/bottle	\$6/bottle
UPS to CO, ID, OR, NM or WA	\$3.50 (\$36/case)	\$1.75/bottle	\$7/bottle
UPS to IA, IL, MO, NE, TX or WI	\$4 (\$42/case)	\$2/bottle	\$12/bottle
FedEx 2-day to states above plus: DC, FL, GA, LA, MI, MN, NC, ND, NH, NV, NY, OH, VA, WV or WY	\$6 (\$64/case)	\$3/bottle	\$12/bottle
Overnight to any above state (HI and AK, please call) plus: delivery to address with liquor license (any state)	\$7 (\$70/case)	\$3.50/bottle	\$14/bottle