



## Deliciousness

This year I write this from the Hawaiian Islands. We were invited to present some of our wines as well as participate in a panel discussion with some legendary Chardonnay producers at the Kapalua Food and Wine Festival on Maui. I had to think about it for three seconds before deciding the family was about due for a little travel despite the huge amount of work I have waiting for me at home. During one of the many tastings and discussions that occurred over the last few days, I was struck by a comment made by Master Sommelier, local celebrity and great advocate of ours for many years, Chuck Furuya. He commented that ‘...we forget that wine should, above all things, be delicious.’ That any sense of place, house style, varietal expression, etc. should be subordinate to whether or not the wine is delicious is not the usual thing one finds on marketing propaganda. When asked about *when* to consume a given bottle, I have often said that ‘as long as the wine gives pleasure, it succeeds, so drink it when it tastes good to you.’ But the notion of deliciousness seems so implicit in the evaluation of wine to me that I also forget to discuss it in my own type of *propaganda*. Thanks for the reminder, Chuck.

Wines can be delicious in just about any vintage as long as one does not try to make the wine become something it does not have the potential to be. Wines harvested during the earlier part of the 2007 vintage (particularly our Zinfandels in this futures offering) should easily offer wines of high deliciousness (years ago, I called it ‘groovosity factor’). The grape material had such a generous amount of flavor and supple structure that it was hard to go wrong. The individual Zinfandel lots are impressive on their own and would tempt me to bottle some on their own as separate block designates if I did not understand the way their strengths tend to reinforce each other in the Old & Mature Vines vineyard designate from the Scherrer Vineyard. While as of early July, I have not yet made the final blend at the cellar level, the blending trials I have done leave me very enthusiastic about both the short term and longer term prospects of the 2007 Zinfandels.

## Open House

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Barrel samples of our new 2007 Zinfandel futures offering and our summer releases will be available at our 17<sup>th</sup> annual **barrel tasting open house, August 1, 2 and 3 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 of you 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. Bring an ice chest or at least a styrofoam shipping container for bottles of new or recent releases you plan to take home. Otherwise, we will wait until October-November for shipments of those bottled wines when the weather is more reliable and we’ve surfaced from the depths of harvest.

## Zinfandel Futures

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### **2007 Scherrer Vineyard 'Old & Mature Vines' Zinfandel Futures**

As I mentioned above, the components for this wine are impressive...but not nearly as much as their combination. Great color, depth of aromas of blue, red and black fruits, white pepper, slight background toastiness and fresh 'loam' give way to a controlled explosion of all the above in the mouth. Gently lifting, but not at all bracing, acidity brings the wine to a gentle rest on the long, *delicious* finish. The past few vintages of Zinfandel have risen to a new level, and this is not simply due to the fine-tuning that the Zinfandoodle program allows. I think the grapes are continuing to improve due to great viticulture. We may also be learning how to work with them more appropriately. And a favorable vintage doesn't hurt, either. About 1000 cases to be produced. *Estimated retail at release: \$32 per bottle. Futures price: \$240 per case. Futures released April 2009*

### **2007 Scherrer Vineyard 'Shale Terrace' Zinfandel Futures**

Beautiful perfume of stone fruits, minerally and mouth-watering finish. What more should I say about this bottling? I look at it as sort of a composite of characters between 2005 and 2006 vintages from this area, more closely resembling the 2006. About 180 cases to be produced. *Estimated retail at release: \$28 per bottle. Futures price: \$210 per case. Futures released April 2009*

**The deadline for all futures orders is August 31.** Due to the limited amount and the increased popularity of the Shale Terrace bottling, we will first fill the orders of those of you who have purchased it previously. Hence, the '*first crack*' listing on those order forms. For those of you who have not purchased it in the past, you will see a '*wish list*' section on your order form where you can indicate your desire for some of this. If someone on the 'first crack' list misses the very reasonable **deadline for '*first crack*' ordering (July 25)**, we will begin filling '*wish list*' orders in the order they arrived. We started with this system about a decade ago, and it is gratifying to see some other very well regarded producers adopt this type of system to some degree or another as it seems both reasonable and fair since no other items are tied to this one.

## Summer Releases

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### **2006 Sonoma County Pinot Noir**

The first of our 2006 Pinot Noirs to be released, it is the most forward and initially showy. This vintage surprised many of us with sometimes excessive yields and *botrytis* pressure which, necessitated strict sorting before the destemmer. Fortunately, I had the talented eyes and quick hands of Claudio Marcantonio, a Brazilian musician who had been an oral surgeon earlier in life. This guy possessed something like X-ray vision (or the nose of a truffle pig) that was fine tuned to spot even a small bit of *botrytis* in the center of a cluster rolling down our wooden sorting table. He kept everyone on their toes, and set the bar very high for some good-natured competition at the sorting table, all to the wine's benefit. I also declassified a number of barrels from a couple of the highest cropped lots out of our entire program, unbridling the potential of everything else with a 'Scherrer' label on it. This wine is a perfect example of this selection process and sets the stage for the upcoming releases of Pinot Noir.

Nice, red fruits, slightly savory and mouth-watering, this wine follows in the footsteps of the 2005 bottling nicely yet with a more apparent roundness and appealing texture. *360 cases produced \$35 per bottle. Half bottles \$18.*

### 2006 Scherrer Vineyard Chardonnay

Creamy & complex due to its year and a half in barrel, this wine has just been released to ‘the trade’ by popular demand. It seems our Chardonnays do something like an origami piece once they are in bottle. A few months after bottling, they show well, but then begin to fold in upon themselves so that the fruit reemerges more focused than ever after a couple of years in the bottle. It is not a simple matter of linear fruit dissipation as I hear thrown around so often. It is much the contrary. I do not fully understand the mechanism behind it, but I see it with our Chardonnays and watch it year after year. 196 cases produced. *\$28 per bottle. Half bottles \$16. Magnums \$60*

**The summer releases (and a few other current wines described below) 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 we will make arrangements to ship the wine to you and the shipping costs will be added to your invoice. Shipments of all releases will vary depending on when the weather in your area will be kinder to the wine.

## Recent Releases & Reflections

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The recently released **2007 Dry Rosé** sold out in record time. Some retailers and restaurants should still have it as they are the ones that cleaned us out of this wine as I write this. We have a little of the 2006 and 2005 vintages at the winery that are still tasting great. We’ve included them on the order form for you Rosé fans that still have a need.

As anticipated, the **2005 Russian River Valley Pinot Noir** has gotten a lot of attention from those who have tasted it – especially among retailers and restaurant buyers who are snatching up their allocations at an amazing pace (for us). I thought the economy was suffering?!?

Recently, the **2004 Old & Mature Vines Zinfandel** has gotten into that ‘open, yummy’ spot alongside the 2003 vintage that is currently on restaurant lists. Our Zinfandel style is so unique; many people do not understand it. But those that do are quite passionate about it.

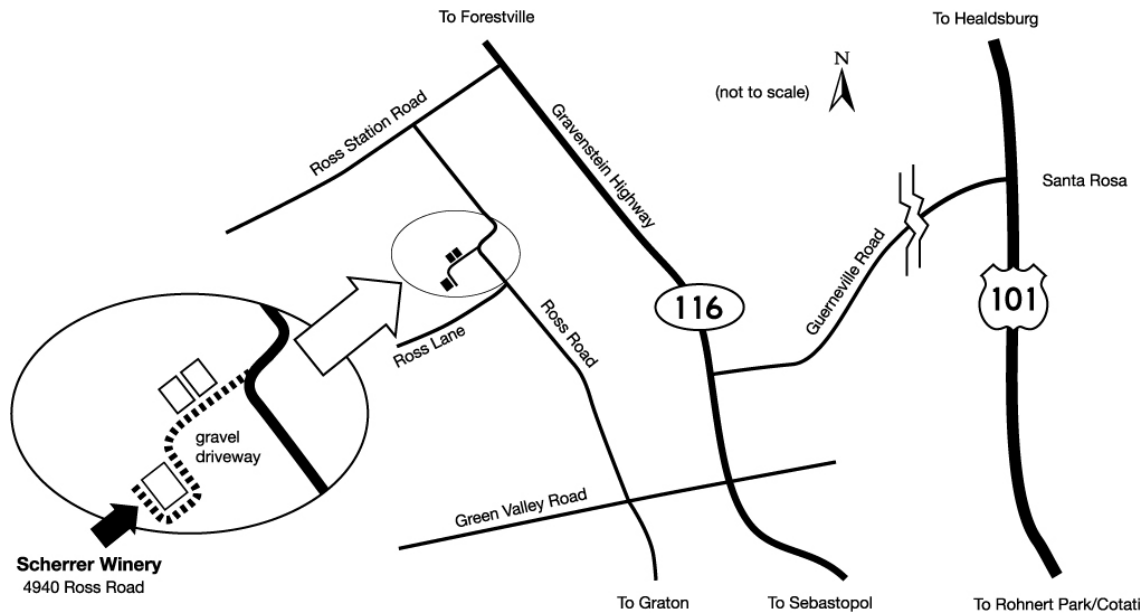
Now that the **2003 Scherrer Vineyard Cabernet Sauvignon** has been in bottle about two years, it is just about ready to release to restaurants. I have been pleased with the layers and texture of this wine from the beginning, and think it is a good time to bring it up before it goes out for general distribution. People accustomed to spending triple digits for their Cabs are discovering ours, so either the economy is not as strong as the Pinot Noir would indicate (as less expensive choices are being made for Cabernet Sauvignon purchases), or that word is simply getting around about this stuff. We are just about done with the general release of the 2002 vintage. It will resurface later as a library wine sometime down the road.

So far, the initial conditions of the **2008 growing season** in Sonoma County have been challenging: a late start to the growing season, multiple spring frosts, small clusters and a light set at bloom in most areas. The good news for us is that only a very small portion of the vineyards we work with suffered truly significant losses. And we are hoping that the lighter set will merely give nice, loose clusters which nearly always indicate superior wine.



## 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.



## Shipping Information

An adult Signature is required upon delivery.	750 mL	Half Bottle	Magnum
'Delivery' to most greater San Francisco Bay Area residents	We are sad to say that 'Delivery' is no longer available. Special UPS rates are now available.		
UPS to most greater San Francisco Bay Area residents	\$2.25 (\$22/case)	\$1.50/bottle	\$4.5/bottle
UPS to CA residents	\$3.25 (\$32/case)	\$1.75/bottle	\$6.5/bottle
UPS to CO, ID, OR, NM or WA	\$3.75 (\$38/case)	\$2.0/bottle	\$7.5/bottle
UPS to IA, IL, MN, MO, NE, TX or WI	\$4.25 (\$44/case)	\$2.25/bottle	\$8.5/bottle
FedEx 2-day to states above plus: DC, FL, GA, LA, MI, NC, ND, NH, NV, NY, OH, VA, WV or WY	\$8.25 (\$78/case)	\$4.75/bottle	\$16.5/bottle
Overnight to any above state (HI and AK, please call) plus: delivery to address with liquor license (any state)	\$10 (\$90/case)	\$5.0/bottle	\$20/bottle

### Shale Terrace "Wish List"

**Name, MAILING address & telephone:**

**SHIPPING address & telephone:**

	Name
	Company
	Street
(      )      --	City, State, Zip Code
e-mail:	Residence?    Yes            No
Changes?    Yes            No	Delivery Phone (      )      --

Futures Wine for release April 2008	Price (cases only)	Quantity	Amount	Wish List
2007 'Old & Mature Vines' Zinfandel	\$240/case			
2007 'Shale Terrace' Zinfandel	\$210/case	Sorry, wish list		
2007 Zin Futures Sampler (6-OMV, 6-Shale)	\$225/case	Sorry, wish list		
<b>Futures Subtotal</b>				
Sales Tax: Pick-up or CA Delivery 7.75%			%	
FL, LA, TX, MI, NH, NY, VA include your tax & rate				

Ship these futures in April 2009       I will pick up these futures at the 2009 April Open House

Futures Wine Shipping (see previous page). Chosen Method: \_\_\_\_\_

**Deadlines: July 25 for Shale First Crack  
August 31 for all futures orders**

**Futures Total**

New Releases	Price	Quantity	Amount
2006 Sonoma County Pinot Noir	\$35/bottle		
	\$18/half bottles		
2006 Scherrer Vineyard Chardonnay	\$28/bottle		
	\$16/half bottle		
	\$60/magnum		

Some Current Wines	Price	Quantity	Amount
2006 Dry Rosé or 2005 Vin Gris	\$14/bottle		
2005 Russian River Pinot Noir	\$40/bottle		
2004 'Old & Mature Vines' Zinfandel	\$30/bottle		
2003 Scherrer Vineyard Cabernet Sauvignon	\$45/bottle		

**Subtotal**

Discount on wine for total orders of 12+ bottles (includes futures)      -10%      <      >

Sales Tax: Pick-up or CA Delivery 7.75%  
FL, LA, TX, MI, NH, NY, VA include your tax & rate      %

Ship this wine when weather permits       I will pick up this wine at the 2008 August Open House

Shipping (see previous page). Chosen Method: \_\_\_\_\_

**Total**

Payment:     Visa / MasterCard     American Express     Check enclosed to Scherrer Winery

Card # \_\_\_\_\_ Expires: \_\_\_\_\_ Security Code  
 Visa/MC: 3 digits on back  
 Am Ex: 4 digits on front

I confirm I am at least 21 years of age.    Date of Birth:    /    /

Signature: \_\_\_\_\_ Date: \_\_\_\_\_



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