



Beating the Odds

It is impossible to ignore the changes that have occurred with the world economy this past year. While personal impact may vary, the fact remains that our fate and well-being are more interconnected than many had thought. If prosperity isolates, perhaps adversity connects. The most common question I have been asked lately is how recent events are affecting us and our winery. In short, we are doing OK thanks to your loyal support as well as a few small wine distributors, retailers and restaurants. This is something I have not taken for granted.

I am often told that, for our peer group of wines, our pricing is quite modest. In the face of the constantly increasing cost of everything that goes into our wines, this is difficult to maintain. To do this, I have been working even longer hours myself, traveling to support loyal resellers, and remaining satisfied with earning just about enough to support the family and the growers who work hard to produce the best fruit they can. Without your support, small wineries like ours wouldn't be hanging in there. Thank you for allowing us to beat the odds. I hope you are too.

Open House

We will be open the last two weekends of April: **April 17, 18, 19 and April 24, 25, 26 from 10 AM to 5 PM each day.** Saturday April 25 is the Apple Blossom Parade in Sebastopol and downtown is blocked off for the morning, so plan your route accordingly. You may pick up any wines ordered now or from last August's Zinfandel futures offering at this event or we will schedule them for shipment. The winery address is **4940 Ross Road, Sebastopol** (not at Tiller Lane). If you get lost, the telephone number at the building itself is 707-824-1933. Please drive slowly down the driveway. 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. You can download a map from the winery web site, www.scherrerwinery.com and go to the "contact" page.

New Releases

2007 Scherrer Vineyard 'Old & Mature Vines' Zinfandel

Yes, there is good cause for the excitement over this vintage. Very forward yet zingy wines are pretty much the rule this vintage. This is no exception. Upon sampling from barrel, experienced tasters have sometimes remarked how it seems like a well-structured, concentrated Pinot Noir. I just think it tastes like our OMV with loamy earth, blueberry, red and black fruits, white pepper and slight toastiness. It reminds me very much of the 1997 OMV at this stage. 820 cases produced. *Current release price: \$30 per bottle. Half bottles (\$16) and magnums (\$64) also available.*

2007 Scherrer Vineyard 'Shale Terrace' Zinfandel

Once again, essentially only those who bought this as futures will have the pleasure of drinking it at home. This has revealed more of its structure than it did in August, which portends long life in the

cellar, not unlike what the 1999 vintage did. It still has the signature stone-fruit character, but it has more depth and serious structure than some other recent vintages which should reward moderate patience. I will pour it at the open house to economize on your cellar and tease those who did not order it last August. That's OK. There's plenty good Zinfandel available in this offering. There are some bottles of 2005 Shale Terrace lurking about the cellar that are available as well – just ask. 180 cases produced. *Release price: \$26 per bottle*

2007 Scherrer Vineyard Special Cuvée Zinfandel

This is a continuation of the past few vintages' experimentation and blending choices. It is a very rich, concentrated Zinfandel that holds its substantial alcohol level perfectly, which says a lot as I am very picky about elevated alcohol (over 15%) wines. While it is bone-dry, there is such thickness to the texture that it gives a modest sense of 'sweetness' from the layers of black and blue fruits and substantial extract. I am happy with the all three of these 2007 Zinfandels as they show how diverse a grape this can be. As in the past couple of years, only a small amount of 2007 'Special Cuvée' was produced. This is, by quite a margin, my favorite Special Cuvée to date. *Release Price: \$40 per bottle*

2006 Russian River Valley Pinot Noir

I believe this to be our sneakiest Russian River Valley (RRV) bottling to date because the bottle seems to empty itself without one's knowledge or permission. In 2006 most Pinot Noir vineyards tended toward larger than normal clusters, often fooling people as to the real crop load. These tight clusters had more of a tendency toward *botrytis* rot than normally looser ones. Overcropping and unhealthy fruit in the fermenter could result in 'thin' wines lacking depth and longevity. Due to careful thinning in the vineyard, ripening pre-rain, extremely vigilant sorting at the winery, and sound traditional winemaking techniques we took full advantage of the highs of the vintage (texture and seamlessness) while avoiding the pitfalls of negligence and complacency. This is how committed producers can beat the odds when faced with a vintage that actually requires some extra effort.

The texture of this young wine is amazing. It has great balance between framing structure and silkiness to make those of us known for restraint, pull the cork without a thought. As usual for our Pinot Noirs, it should flatter itself more thoroughly as the next year passes, but I have no reservations about seeing it on wine lists this spring. Rose petal, rose hips, red cherry, fresh loam, slight cola aromas morph into varying combinations depending on what food is at hand or in mouth. 800 cases produced. *Release Price \$40 per bottle, \$22 per half bottle, \$85 per magnum.*

2005 Scherrer Vineyard Cabernet Sauvignon

Keeping with our habit of holding onto our wines longer than one would expect, we are now just offering the 2005 Scherrer Vineyard Cabernet Sauvignon. As with the previously offered **Sonoma County** and **Alexander Valley** Cabs, the 2005 vintage lead to fairly structured Cabernet Sauvignons with a long future. While it enjoyed a substantial proportion of new French oak for barrel aging, the wine has absolutely devoured it. While its firm structural core portends long life, it is quite pleasurable to drink right now, revealing its wealth of black, red fruits, cassis and refreshing earthiness. I find it particularly hard to hold beyond day two when subjecting it to the usual open-bottle-on-the-counter challenge. It is like a black panther, muscles tightly coiled, waiting for the perfect moment to either pounce onto its prey or relax back in the bush. It won't bite you, but it is sleek, muscular and stealthy at

once. I think it is one of our finest Cabernet vintages and will reward long term cellaring. 280 cases produced. *\$45 per bottle, \$25 per half bottle, \$95 per magnum.*

2008 Dry Rosé

This is blended from the typical pairing of Pinot Noir and Zinfandel as the past few vintages, which defines our style of dry rosé. Bone dry with very bright acidity, strawberry, rose petal, guava, and grapefruit notes make it go well with slightly bitter, salty foods like olives, pink seafood (shrimp, crab, lobster), and tomato-based foods with Mediterranean inspiration. The past two vintages of this have sold out way too fast for me and I didn't even keep enough for myself. Fortunately, there were a few cases of 2005 lurking about the cellar to help us make it thru the winter. 220 cases were produced. *\$15 per bottle, \$32 per magnum.*

A Few Things of Note

Praise for some Recent and New Releases

Last December's Wine Advocate issue #180 reviewed the **2004 Scherrer Vineyard Cabernet Sauvignon**, **2004 Old & Mature Vines Zinfandel**, **2006 Helfer Vineyard Chardonnay** and **2006 Special Cuvée Zinfandel** (sold out) quite highly, all gaining 89-91 points (if you are into numbers). Burghound issue 32 also lavished high praise to all our **2005 Pinot Noirs**. The **2006 Pinots** (the Russian River Pinot above and the previously released Sonoma County Pinot Noir and Big Brother Pinot Noir) were recently reviewed in a flight of 2006 vintage by *California Grapevine* last fall. Similar to the outcome with the 2005 Pinot Noirs in that publication last year, ranking #1, 2 and 4 wines of the flight, most of which cost significantly more. Points aside, it is unusual and reassuring to see critics with such different viewpoints agree on the quality of one's wines.

New Website Look

Please check out our 'new' website at www.scherrerwinery.com. While there are too many "Fred" pictures for my taste, it is intended to be a great, interactive resource for anyone interested in our wines, or similar types. We still have a lot of information we're planning to add so it will be worth checking back now and again. I also have a blog that I am 'encouraged' by Judi and others to post on, fielding questions asked by you as well as sharing tasting notes, revelations, etc.

Shipping options

We will try out a new shipping company, Golden State Overnight (GSO) for most CA shipments this spring. It offers savings and quicker service than what we have been able to find, particularly for Southern CA. My first trial shipment left the winery in the afternoon, and arrived in So Cal at 7:30 the next morning. You can still ask for UPS, but I suggest giving this a try. We have also been able to trim down UPS and FedEx charges due to current lower fuel surcharges.

CA Sales Tax Increases

On April 1, 2009, the CA state sales tax increases to 9% (not fooling). We'll commit to processing any orders received before then at the current rate of 7.75%.

The Recent 2008 Vintage

From both a wine consumer’s standpoint and a producer’s, this vintage is like a roller-coaster ride. Some vineyards endured many challenges (frost, poor set, heat damage, smoke uptake), while others endured few or none of them according to location and timing of physiological processes. Growers and winemakers varied in their approach to these challenges, making it even more difficult to predict the outcome without detailed information or tasting the wines. It should be evaluated on a case-by-case basis as there are some amazing heights achieved amidst some less inspiring outcomes. It was truly a vintage for beating the odds, which I will elaborate on next time.

Thanks for your continued support. It allows us to continue to beat the odds.



Shipping Information

We will be happy to ship your order to any of the following states when weather is wine friendly. We can ship as many or as few bottles as you would like. Prices below are given for full and half case orders (12 bottle cases for 750 and half bottles, 6 bottles for magnums). Please allow us to calculate the actual shipping for you on any order above or below those guides.

<p>An adult Signature is required upon delivery.</p>	<p>12 x 750 mL or 6 x magnums</p>	<p>12 x Half Bottles or 6 x 750's or 3 x magnums</p>
Golden State Overnight to CA residents	\$18/case	\$12/case
UPS to CA residents	\$28/case	\$20/case
UPS to CO, ID, OR, NM, NV or WA	\$30/case	\$22/case
UPS to IA, IL, MO, ND, NE, TX, WI, or WY	\$40/case	\$25/case
FedEx 2-day to states above plus: DC, FL, GA, LA, MI, MN, NC, ND, NH, NY, OH, VA, or WV	\$78/case	\$48/case
Overnight to any above state plus: delivery to address with liquor license (any state). HI or Alaska higher	\$88/case	\$60/case

March 12, 2008



Name, MAILING address & telephone:

SHIPPING address & telephone:

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

New Releases	Price	Quantity	Amount
2007 Old & Mature Vines Zinfandel	\$30/bottle, limit 24		
	\$16/half bottle		
	\$64/magnum		
2007 Shale Terrace Zinfandel	\$26/bottle, limited		
2007 Special Cuvée Zinfandel	\$40/bottle		
2006 Russian River Pinot Noir	\$40/bottle		
	\$22/half bottle		
	\$85/magnum		
2005 Scherrer Vineyard Cabernet Sauvignon	\$45/bottle		
	\$25/half bottle		
	\$95/magnum		
2008 Dry Rosé	\$15/bottle		
	\$32/magnum		

Some Past Releases	Price	Quantity	Amount
2006 Helfer Vineyard Chardonnay	\$38/bottle		
2006 Sonoma County Pinot Noir	\$35/bottle		
2005 'Old & Mature Vines' Zinfandel	\$30/bottle		
2005 Shale Terrace Zinfandel	\$25/bottle		
2006 Russian River Syrah	\$30/bottle		
2003 Scherrer Vineyard Cabernet Sauvignon	\$45/bottle		

Subtotal			
Discount on wine for total orders of 12+ bottles		-10%	< >
Sales Tax: CA Pick-up or CA Delivery 7.75% until March 31. April 1 is 9% FL, IL, LA, TX, MI, NH, NY, VA include your tax & rate		%	

Ship this wine when weather permits I will pick up this wine at the 2009 April 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: _____