



## What a difference...

The response to our Spring newsletter was quite heartwarming. Thank you for helping us to continue beating the odds. What a difference that makes to our lives, believe me. Over the years, I have often heard that our wines have made a difference in many people's lives. They're part of celebrations, special days, and sometimes make an ordinary day special. I above all, appreciate that very much. With this slower economy, larger companies have dominated the distribution chain to where your direct support of small wineries makes all the difference. For myself, my family, the growers we work with and my colleagues, thank you.

Having grown up in a farming family, it is central to my thought that every year, there will be a new crop of grapes to be made into wine. We don't get skip a vintage. The grower and winemaker have to do whatever is needed to assure that quality standards of each bottling are upheld, even in more difficult years. Some of the ones I remember, 1989, 1998, parts of 2000 have yielded some wonderful and long-lived wines provided the producers responded well to the challenges. What a difference really good viticulture, sound winemaking and strict selection makes. Honestly, there were some localized challenges in 2008, and I am happy with how we have met the few we encountered. While the amounts of wine we ended up with are small, they really are special. The 2008 Dry Rosé was our first opportunity to show these results. Our next opportunity is here with our 2008 Zinfandel futures offering.

## Open House

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July 31, August 1<sup>st</sup> and 2<sup>nd</sup>, from 10 AM to 5 PM we are pleased to have these two barreled wines available for tasting and futures purchase, as well as some new offerings of recently bottled wines. The winery address is **4940 Ross Road, Sebastopol, 95472**. If you get lost, the telephone number at the building itself is 707-824-1933. You can download a map from the Contact page of our web site [www.scherrerwinery.com](http://www.scherrerwinery.com)

## Zinfandel Futures

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### **2008 Scherrer Vineyard 'Old & Mature Vines' Zinfandel**

Concentration. Structure. Longevity. What a tough year for the grape grower, though. While this site pretty much missed spring frost damage, the erratic weather at bloomtime caused a tiny crop to set...about 50% of the normal, modest yields. From a grower's standpoint, it was not a year anyone wanted to repeat. My sister calls it 'no grape '08.' That pretty much explains it. I expect this to be a vintage that will reward cellaring much like our 1994 OMV did. While there is the signature black, blue and hint of red fruit here, there is also tremendous structure. If you want something best suited for near-term drinking, we have other vintages that will satisfy that for now. If you want to lay something down, this is the ticket. 400 cases to be produced. *Estimated release price: \$32 per bottle. Futures price: \$240 per case.*

## 2008 Scherrer Vineyard 'Shale Terrace' Zinfandel futures

Did I say small yields? Normally this sells out on futures when there is a normal crop. So in order to help spread what little of this is around to Shale fans, this year we will offer samplers (6 Shale plus 6 OMV) rather than full cases of 12 we usually offer. Typical stone fruit signature, yet with the increased structure due to this vintage.

Those of you who that have purchased Shale from us in the past receive a "First Crack" order form. "Wish list" orders are for those of you that haven't purchased shale before but would like to. All "First crack" orders are processed first in the order they are received until July 29. If there is any shale still available at that point, we will begin processing any "Wish List" orders in the order they were received. It isn't likely many wishes will be filled this year, but what the heck...can't hurt to ask. We will return to offering full cases of Shale provided we get a more normal sized crop in 2009. There are a few cases of some past vintage Shale still kicking around, however. Only 80 cases to be produced. *Estimated release price: \$28 per bottle. Futures price: \$225 per sampler case (6 '08 Shale and 6 '08 Old & Mature Vines).*

## Summer Releases

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### Zinfandoodle v.6.7

From precious 'leftovers' liberated thru fine-tuning of the 'Old & Mature Vines' bottlings, this multi-vintage wine is our answer to the question 'how does one maximize the quality of everything?' Being able to blend across different vintages is truly liberating. (By contrast, one must have 95% of the wine from a single vintage in order to denote a vintage date.) This version, Zinfandoodle 6.7, is a bit meatier and thicker than the previous one (v. 4.5) but every bit as delicious. Black pepper, blackberry, cocoa, with a bit of red, blue, and even stone fruit emerge from its dense, but not ponderous core. Those of you in the know, realize what an awesome value this wine is. No wonder it disappears quickly. 340 cases produced. *\$18.75 per bottle.*

### 2007 Sonoma County Pinot Noir

There has already been much hype over the 2007 vintage. Much of it is well-deserved. With the usual mixture of red fruits, earth, perfume, etc. this wine is currently showing a hint of cumin spiciness as well. It has a good central core of flavor that gently lifts to a mouth-watering finish. Like past vintages of Pinot Noir, it will improve over the next couple of years, yet I see no reason why one cannot begin taking a peek at this one from time to time. However, if you are looking for something to open within the next few months, I'd recommend including some of the 2006 Sonoma County or Russian River Valley PN, which are drinking well right now. Get into the 2007's as your 2006's become harder to locate. It will be worth it. For the past few years, our Sonoma County Pinot Noir's are actually all from Russian River Valley lots that had a different balance and personality than those that came together to form the RRV bottling. The Sonoma County bottling tends to hit its stride sooner, yet stays there effortlessly for several years. Both 2003 and 2004 vintages are still quite 'in the zone.' 460 cases produced. *\$35 per bottle, \$18 per half bottle.*

### 2007 Scherrer Vineyard Chardonnay

This is our eleventh vintage of Chardonnay from the Scherrer Vineyard. The 1998, our second vintage, has actually aged and developed to a fantastic spot. We pulled some from library to serve at a recent

winemaker dinner, stunning everyone, including a couple other winemakers in attendance. California Chardonnay is not supposed to age and develop like this, especially Alexander Valley fruit. While I like to think that I work at refining techniques as I see how previous wines develop, there has actually been little change in how this has been made since 1998. The only real changes are that we employ slightly less new oak and the wine is in barrel for 16 to 18 months rather than 12.

The 2007 vintage gave us beautifully balanced fruit, with very zippy acidity. The wine took an exceptionally long time to complete malolactic fermentation (usually a big plus with regard to integration and harmony) and was bottled later than usual as a result. While still in its infancy, it is quite enjoyable and satisfying right now. So you don't need to wait for a decade (although you probably could) on this one – all you need is a corkscrew. The earthy, stony characteristics play off the mildly floral, youthfully fruited aromas that telegraph what is in store. On the mouth, the vibrant acidity (especially on the finish) keeps this wine's relatively ample body contained much like a well-fitted corset. 190 cases produced. *\$30 per bottle, \$16 per half bottle, \$62 per magnum.*

### **2006 Timbervine Vineyard Syrah, Russian River Valley**

Syrah, like Zinfandel and certainly Pinot Noir, express themselves differently according to where they are grown. From a forest-surrounded mountainside vineyard overlooking the Russian River, this wine expresses a rather 'Darth Vader' side of the variety. I consider our Bliss Syrahs of the past and the recently released Russian River Valley bottling more like 'Jedi' versions. Black pepper, savory notes, earthy, and mysterious, the Timbervine Syrah is more from the earth than the sky, taking hours to 'open up' fully. It is a 'big' wine without being hot, syrupy or sweet at all. I think its brooding, savory core allows it to go well with things such as game and mushrooms that one would find in the nearby forests. 220 cases were produced. *\$32 per bottle.*

## **Reflections on Recent Wines**

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I'm very pleased with how the 2006 Pinot Noirs have been showing. They have received some of the highest praise for our wines yet in Allen Meadows' most recent issue of *burghound*. This is particularly pleasing to me as this issue's domestic section was focused more on the much-hyped 2007's. The **2006 'Big Brother' Pinot Noir**, in particular has the most upside for aging. While not inexpensive, it delivers well beyond its price tag. It was among 10 wines selected by a Bay Area publication from the several hundred wines poured at the recent Pinot Days tasting in San Francisco for a report called 'America's 10 best Pinot Noirs'. I'm not sure I'd take it *that* far though.

*Food and Wine's* July 2009 issue highlighted two of our wines: **2008 Dry Rosé** was recommended with a 'Barbecued Spiced Shrimp' dish by Bobby Flay, and our **2006 Russian River Valley Pinot Noir** was singled out as 'an amazing bottle' from Boulevard's excellent wine list in San Francisco, listed as one of *Food & Wine's* 10 top wine destinations.

It is not a surprise that journalists who are known to value structure, restraint and food-friendliness tend to praise our wines, it seems that hedonists are also sometimes pleased. Last December, Robert Parker gave outstanding ratings to two of our Zinfandels: the 2006 Special cuvee (sold out) and the

**2004 Old & Mature Vines Zinfandel** (our current release to wine shops and restaurants).

While the variety Syrah seems to have a tough time gaining acceptance in the marketplace, our **2006 Russian River Valley Syrah** has found a nice home at several notable restaurants in the area including the Michelin-starred Farmhouse Inn in Forestville, and also at Range in San Francisco.

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



## Shipping Info

We can ship as many or as few bottles as you would like. Prices below are given as guidelines for full and half case orders. Full bottle and half bottle orders can be combined in the same shipper. Please allow us to calculate the actual shipping for you on any order above or below these guides. We will be happy to ship your order to any of the following states when weather is wine friendly.

In general, we do not recommend shipping wines east of the Mississippi by ground as the wine will spend a weekend in transit somewhere along the route. We've seen that the risk of temperature damage or lost wine is all too high in these cases. That being said, if you are willing to work with the weather's schedule, there are a few very narrow windows in the fall that we will evaluate UPS ground. Let us know.

|   | <u>Full Case</u><br>12 or 15 x 750 mL<br>or<br>6 x magnums | <u>Half Case</u><br>12 x Half Bottles<br>or<br>6 x 750's<br>or<br>3 x magnums |
|---|--|---|
| An adult Signature is required upon delivery.   |  |   |
| Golden State Overnight to CA residents (recommended)  | \$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   |