



Opportunity Within Challenge

During the last year or two, we have all probably had to re-think our vision of the present and future: Re-assessing priorities, expectations and coming to terms of what is and what can be, what we can affect, what we cannot, and what we value most. At the winery, we cut back the quantity of wine we produce while being more self-critical and selective about what vineyard blocks perform best for the wines we make. We were successful starting this venture in 1991 because of your support and have not forgotten that why we are still here. While none of us chose the current economic situation, like the weather, we can make the best of it. Sometimes - quite often in fact - within challenge there may also be opportunity.

One thing I enjoy about most vintages is the challenge of what weather brings and the opportunity it presents to seize any positive aspects that might exist. In one recent example from 2004, by deciding to only modestly expose the fruit to sunlight and promptly harvesting, cooked flavors and over-ripeness were avoided while achieving good structure, acidity and age-worthiness. By contrast, in 1998 the opposite approach was called for along with more vigilant thinning at coloring to minimize variation in ripeness of remaining grapes. That cool vintage gave very fresh, perfumed wines to those who avoided the pitfalls. Then there's 2006 where heavier, tighter clusters favored *botrytis* growth and potentially excessive yields. Proper fruit thinning and vigilant sorting assured that flavors were not dilute and that *botrytis*-produced oxidative enzymes did not 'shred' the positive aspects of the wine during vinification. The best examples from the 2006 vintage have amazing texture and have begun drinking very well of late.

Zinfandel - *real* Zinfandel - has quite an array of variably ripening fruit all on the same cluster. I have only seen uniform ripening *once* since I have been paying close attention, since the early 1970's (at about age 14). This is part of its varietal *typicity*, and quite possibly the origin of much of the perfume that the finest examples achieve. Our 2008 Zinfandel, just being released now, was about the tiniest harvest in memory, yet yielded more concentrated, structured and age-worthy wine than usual. Again, opportunity is found within challenge.

Open House

We will be featuring some bright spots from 2006, 2007, 2008 and 2009 at our Spring open house. It will be the two weekends, Friday through Sunday, **April 9, 10 and 11, and again April 16, 17 and 18 from 10AM to 5 PM each day**. Everything listed below will be open for tasting, whether already sold out or not. You may pick up any wines ordered now or from last August's 2008 Zinfandel futures offering at this event or we will schedule them for shipment.

New Releases

2008 Scherrer Vineyard 'Old & Mature Vines' Zinfandel

Because of bloom-time weather discussed above, the yields were barely 1 ton per acre – less than half our typical amount. There are black and blue fruit notes, some interesting floral/herbal notes like (good) after-shave, but at this stage, just before bottling, much of it seems to want to stay inside the wine kind of like how a 'black hole' sucks light and energy back into itself within the 'event-horizon.' Although very different growing seasons, I'm reminded a lot of 1999's promise for the future. Only 400 cases produced. *Release price: \$30 per bottle, 24 bottle limit. Half bottles (\$16) and magnums (\$64) also available.*

2008 Scherrer Vineyard 'Shale Terrace' Zinfandel

The low yields of this small block of vineyard made it impossible to satisfy the futures orders we normally have. We always offer a little less as futures than we *really* expect to bottle, for obvious reasons. If you missed out on the futures, there may actually be a few bottles available after bottling (shortly after this newsletter comes out). While it still has the signature 'stone fruit thing', this Shale Terrace bottling is a bit more 'serious' than usual. The 1996 and 1997 vintages had a slight mouth-watering rhubarb-thing that is echoed here. 100 cases (hopefully) produced. *Release price: \$26 per bottle*

2009 Dry Rosé

You will probably be tired of hearing this, but this could easily be my favorite vintage of this yet. This time, we experimented by also producing one barrel of whole-cluster pressed Syrah to see how it might fit (or not). I am thrilled with how well it harmonizes with the Zinfandel and Pinot Noir. That typical perfume of our dry rosé, rose-petal, guava, grapefruit...solid, yet light on its feet...focused like a pink laser-beam. I think it will drink perfectly this summer and thru summer 2011. We made less of this than usual, so it will disappear even more rapidly than the 2008 did. 130 cases produced. *Release price: \$16 per bottle, magnums \$34.*

2006 Scherrer Vineyard Cabernet Sauvignon

This 100% varietal wine captures the best expression of this variety at this site. It was bottled last summer after almost three years in barrel and is now showing the best that any of our Cabernets have this soon after bottling. Juicy, mouth-watering aromas of Satsuma plum, cassis, cherry life-saver and freshly tilled loam telegraph what is in store when you drink it. Similar to the 2003 Scherrer Vineyard Cabernet Sauvignon, just now released to restaurants and wine shops, this has great layers, texture and length. I am equally excited about the 2006 and it's potential. Anybody who loves Pinot Noir, but has not found a Cabernet Sauvignon they like, it is time to try at least a half bottle of this. Red fruits, earth and texture? Oh yes. If you have only had over-the-top examples of this variety - which is the style in vogue these days - you owe it to yourself to see how good a more elegant version is. I think this wine will drink like this for the next 6-7 years, and will continue positive evolution for another decade after that. 200 cases produced. *Release price: \$45 per bottle, \$25 per half bottle, \$95 per magnum.*

2007 'Big Brother' Sonoma Coast Pinot Noir

The major component of this is grown near Annapolis, on the far Northern Sonoma Coast. At that site, it is not as cold as one might expect, especially at night and the grapes can transition rapidly thru what I consider the optimal level of ripeness. Even though it is a two hour drive from the winery, I insist on eating grapes to determine harvest date. I'm happy to report, we nailed it.

The wine has plenty richness and darker fruits like plums and blackberries, but there is a great sense of freshness about the wine with its 'just right' tannins and acidity which bring some red-fruit and floral elements in this wine forward on the finish. Slight loamy earthiness, which should increase moderately over the next few years helps keep the wine interesting, and expands the utility of this wine. Allen Meadows expressed it another way: "...utterly delicious and seductive flavors that are blessed with excellent dry extract levels that confer a velvety mouth feel onto this sappy, dusty, and solidly firm finish." 91 pts. *Burghound* issue 36, October 2009. 160 cases produced. *Release price: \$50 per bottle, \$26 per half bottle, \$105 per magnum.*

Recent Releases & Opportunities

For great drinking from now and thru the next 5 years, I'd suggest looking at the **2006 Pinot Noirs** listed on the order form. The **2005 Old & Mature Zinfandel** is just now getting released to wine shops and restaurants as it has opened up enough to be 'pop-and-pour' good, yet still promises years ahead. The **2006 Helfer Vineyard Chardonnay** has just hit its stride. **2003 Scherrer Vineyard Cabernet Sauvignon** is open for business too. **Zinfandoodle v.6.7 sold out** about a year ahead of schedule. Look for version 8.9 next spring.

The meltdown of restaurant and wine shop sales this last year coupled with over-supply and stylistic confusion of Syrah has frustrated those of us who love the grape and the wine produced from it. I'm offering both of our **2006 Syrahs** to you at their wholesale price: \$20 per bottle thru the month of April. These should age and develop for at least another decade, offering pleasure throughout. Our challenge becomes your opportunity.

During the past year, we have survived primarily due to your support. I am reminded of this quite often when talking with colleagues who are less fortunate. I am happy to offer wines on this mailer well ahead of 'general' release, so that you may have an opportunity to come 'back to the well' so to speak, if/when you find yourself drinking them up faster than anticipated. It makes for substantial inventory for us to carry, but we will try to continue this as much as possible going forward as market circumstances turn around.

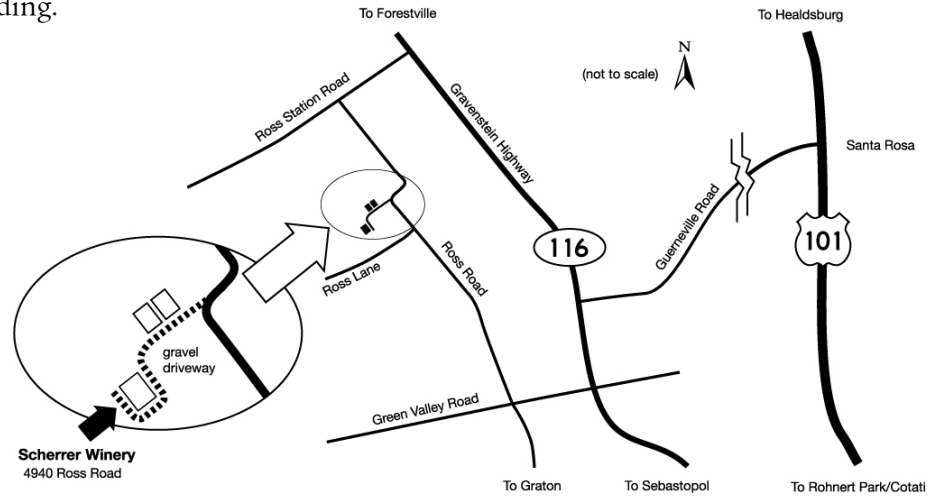
As always, thank you for your support. It is what allows me to do this, supports our family and the growers we work with.



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) may 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

We will be happy to ship your order to any of the following states when weather is wine friendly.

An adult Signature is required upon delivery.

	<u>Case</u>	<u>Case Plus</u>	<u>Half Case</u>
	12 x 750's 6 x mags	13 to 15 x 750's	6 x 750's 12 x Half Bottles 3 x mags
GSO Delivery to CA residents (recommended), NV and AZ (if you visited within the last 12 months)	\$15/box	\$18/box	\$12/box
UPS to CA residents	\$22/box	\$22/box	\$15/box
UPS to CO, ID, OR, NM, NV or WA	\$30/box	\$30/box	\$22/box
UPS to DC, IA, IL, MO, NC, ND, NE, NH, TX, MI, MN, NY, OH, VA, WI, WV or WY	\$40/box	\$40/box	\$25/box
FedEx 2-day to above states plus: FL, GA, LA or HI	\$78/box	\$95/box	\$48/box
Overnight to any above state. Delivery to any state address with liquor license. HI or Alaska higher	\$88/box	\$100/box	\$60/box

March 13, 2010



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
2008 Old & Mature Vines Zinfandel	\$30/bottle, limit 24		
	\$16/half bottle		
	\$64/magnum		
2008 Shale Terrace Zinfandel	\$26/bottle, <i>very limited</i>		
2009 Dry Rosé	\$16/bottle		
	\$34/magnum		
2006 Scherrer Vineyard Cabernet Sauvignon	\$45/bottle		
	\$25/half bottle		
	\$95/magnum		
2007 'Big Brother' Pinot Noir	\$50/bottle		
	\$26/half bottle		
	\$105/magnum		

Some Past Releases	Price	Quantity	Amount
2006 Helfer Vineyard Chardonnay	\$38/bottle		
2006 'Big Brother' Pinot Noir	\$50/bottle		
2006 Russian River Pinot Noir	\$40/bottle		
2006 Sonoma County Pinot Noir	\$35/bottle		
2005 'Old & Mature Vines' Zinfandel	\$30/bottle		
2003 Scherrer Vineyard Cabernet Sauvignon	\$45/bottle		
2006 Timbervine Vineyard Syrah - wholesale thru April	\$20/bottle		
2006 Russian River Syrah - wholesale thru April	\$20/bottle		

Subtotal			
Discount on for orders that will total 12 or more bottles	-10%	<	>
Wine Total			
Sales Tax: CA Pick-up or CA Delivery 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 2010 April Open House

Shipping (see previous page). Chosen Method: _____

Payment: **Total**
 Visa / MasterCard American Express Check

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: _____