



Worth the Wait...

As I write this, I have just begun to emerge from another harvest. Normally, there is a slight lull in the action where I can collect my thoughts and begin this newsletter. 2010 would not hear of it! What looked like a repeat of our first vintage - 1991 - was decisively swept away by two blistering heat spells which robbed us of the majority of our Zinfandel crop and pretty much caused all the earlier season grapes to be ready within a few days of each other. Through monumental efforts by my family in the vineyard and painstaking cluster-by-cluster surgery by us in the winery, we were able to make a tiny amount of some really wonderful Zinfandel. Fortunately, the other varieties were not ravaged as much by the unrelenting sun, so there are some absolutely stellar wines in normal quantities from the other varieties. But the lack of ANY time to write this has resulted in this newsletter being even later than normal. I hope you will find it worth the wait.

We have in this offering some new releases from the 2007 and 2008 vintages, which presented their own special challenges and benefits. And as always, I look forward to digging thru the library for older vintages to offer and to trickle out during the rest of the year as they last. They have become more popular and I find that there are empty shelves in 'the wine room' earlier each year. This is also a great time to pull more magnums out of storage and make them available for the holidays.

Still Thankful

During the year, we receive a constant trickle of re-orders for wines people have been enjoying as well as the positive feedback that comes with it. Usually, if the weather is extreme, I hold them and ship when the temperatures are appropriate. As always, we appreciate your support and have a special offer buried in the later part of this newsletter for some half bottles of Zinfandel. Don't skip to there yet. It'll be worth the wait.

Open House

November Open House: Friday the 19th, Saturday the 20th, and Sunday the 21st from 10 to 5 at the winery located at 4940 Ross Road, Sebastopol (707) 824-1933. As usual, you will be able to taste the new releases and a selection of older library wines, most of which will also be for sale. This is not open to the general public - just for those of you on our mailing list and your guests. **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. Prompt orders to the frozen North will

receive shipping upgrades at my expense if we miss the ground shipping window due to the late date of this newsletter. By popular request, we try very hard to ship by ground across the country in order to economize on freight charges. Since we ship everything directly from the winery and I personally plan when they go out, I am finding that I can navigate surprisingly narrow temperature windows across the continental US. However, as many of you have found out, I'm stubborn enough to hold shipments if the window does not appear or closes on us. Thanks for your understanding.

New Releases

2008 Helfer Vineyard Chardonnay

This is our eleventh vintage of working with this vineyard in the Russian River Valley. The yields were a victim of repeated springtime frost. In fact, there was less than one barrel of juice pressed: only 47 gallons! So, I contacted a local cooper who had resized a barrel for me in the past. He shrunk a 60 gallon barrel to hold 45 gallons. So I began fermentation in couple of new barrels and moved the fermenting juice to the shrunken one-year-old barrel as the fermentation calmed down.

This wine has the concentration and focus of the 1999 vintage – one of my favorites as it has aged. I love how the minerality plays off the hint of lime-zest and star fruit typical of this vineyard. There is less new oak influence than usual which I like and makes me want to rethink the normal routine. I think it is very special, and unfortunately, very rare. Only 17 cases produced. *\$40 per bottle.*

2008 Sonoma County Pinot Noir

Happily, the Russian River Valley was not affected by the unfortunate wildfire smoke that plagued much of the northern high-elevation vineyards. Additionally, the growers we work were either minimally frosted in the spring or took heroic measures to remove lagging fruit – despite the fact that their yields were already diminished. Right on the heels of the frosts, in a rare exhibit of forward planning and good timing, I was able to secure additional grape contracts for that year in order to hopefully make up for some of these losses and give me more blending options.

As in past vintages, this wine is actually all Russian River Valley fruit that belongs in this supplier, more forward blend. Knowing the shadow (rightly or wrongly) that would hang over the entire 2008 vintage, I was unusually brutal in declassifying and removing anything that was not a real asset to our principal blends/bottlings. The additional fruit sources made it easy to optimize our own blends, maintain reasonable quantities and still send barrels of wine that we do not absolutely need to other producers for their purposes.

Our Sonoma County Pinot Noir bottling has captured what I consider the best elements of 2006 and 2007: Suppleness and transparency of the 2006, and the focus of the 2007. Recent research at the dinner table with Salmon reaffirms the heavenly match and illustrates the balance of this wine: More on acidity, red fruit and liveliness than on sheer extract and dark fruit which is more typical of our Russian River Valley bottling (to be released next spring). As a generality, I'm quite impressed at the restrained fleshiness of all our 2008 Pinot Noirs across the board. 830 cases produced. *\$35 per bottle, \$18 per half bottle.*

2007 Russian River Valley Syrah

We have been working with several local Syrah vineyards this past decade, always looking for sites that offer very cool-climate character without being *so* cold that they fail to ripen in moderately late or somewhat rainy vintages. I also like to have blending options in case any one site does not hit it out of the park every season. Then I can blend for strength and harmony. In 2007, I had plenty of blending options and chose to combine different blocks from different vineyards in such a way that I did not have ANY vineyard designate Syrahs, just two different, beautiful bottlings. It is probably marketing anti-genius, but I feel it made the best wines this year and will probably continue this when appropriate.

This wine captures the seriousness, earthiness and black pepper of the Timbervine vineyard, yet maintains the floral, blueberry-infused sparkly verve and upward trajectory of the previous vintage Russian River Valley bottling which has been pretty much the responsibility of the Calypso vineyard. Aged for a total of three years in barrel, I left this wine alone without racking or fiddling about at all for its last two full years in barrel. The motive was to allow the wine to show itself without needing to leave a bottle open for three damn days first! This succeeded, yet the wine still likes being open for several days – well it *is* Syrah after all. 360 cases produced *\$30 per bottle*.

2007 Sonoma County Cabernet Sauvignon

All of our Cabernet Sauvignons could be labeled as Scherrer Vineyard designates, but they do not all speak of that origin to me, nor do they exist in harmony in the same blend. I prefer to separate them according to soil, rootstock and the type of personality the wines have. Then I can re-assemble them to their benefit. We usually have an Alexander Valley bottling (offered below) and a Scherrer Vineyard designate (2007 to be offered next year). Sometimes, I have some really nice, supple material that does not belong in either batch that I bottle simply as ‘Sonoma County.’ Such was the case in 2007. I used to call this stuff simply ‘Vin Rouge’ in my typical marketing anti-genius. I’m slow, but eventually get it.

Judi was shocked that this was all Cabernet Sauvignon when I sprung it on her blind at dinner recently where we were having salmon. It was so supple and generous it was a surprising match. It was aged a full three years in barrel and only recently bottled, but it is showing really well today. It is ‘sneaky.’ It just sneaks from the bottle to the glass. It has the usual varietal character of cassis and plums with a hint of oak. We actually used a small amount of new French oak with this (not a way to stay in business and sell it at this price, though). 120 cases produced *\$26 per bottle*.

2007 Alexander Valley Cabernet Sauvignon

Compared with the above wine, this has more verve and more red-fruit character – a little less supple at this early stage, more mouth-watering – less for salmon, more for beef. The cassis character from the grape marries well with the moderate use of new French oak which tends to lift the perfumes of the wine so well when used appropriately. Our Alexander Valley bottlings have aged and developed extremely well over the decade that we have been producing them. This should be no exception. In fact, it has the stuffing to run an extremely long race if allowed to. I don’t keep enough of these in library, which I should do something about. 260 cases produced. *\$38 per bottle*.

Very Recent Releases

The 2006 Old & Mature Vines (\$30) has just been released to restaurants and wine shops at what I consider its total 'sweet-spot'. The 2005 Old & Mature Vines Zinfandel sold out in record time (5 months) after being issued to restaurants and wine shops, in part due to being Connoisseurs' Guide to CA wines top Zinfandel last May. There are still cases of half-bottles around, though. Unfortunately, when the next vintage in 750's becomes available, the 375's are ignored - despite the fact that they are drinking better than the 750's! So, I'm going to offer them to you at half-price for the month of November. **That's right. Half bottles of 2004 and 2005 OMV Zinfandel for half-price (\$8) while they last.** I suppose that was worth waiting for... It's too late to hand them out at Halloween, but they might fit onto the Thanksgiving table or into the stockings hung out in December. Needless to say, I'll be bottling less 375's of Zinfandel in the future...

It figures that about the time that they have just sold out to restaurants and wine shops both the 2006 Russian River Valley and Sonoma County Pinot Noirs would be showing particularly well. If you've been holding these, it's time to try a bottle. 2006 Big Brother Pinot Noir (\$50) has been relatively hidden from restaurants and wine shops and will probably take over the limelight

Not so recent, was a bottle of 1993 OMV we had with friends recently. It was in a fantastic spot, with no signs of decay, only added complexity and smoothness provided like the wisdom of the ages. That was definitely worth the wait. Whenever a new (to me) journalist or importer arrives to taste I have been depleting the several bottles of 1998 OMV that I reserved for myself during last November's 're-discovery' of some forgotten bottles. This is quite an eye-opener for folks who don't believe CA Zinfandel can age gracefully. Just piquing your interest for....

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 on our mailing list 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 "Order Wine" page beginning 9 AM PST Saturday November 13** The actual link to the page is http://scherrerwinery.com/pages/order_wines.cgi. **IMPORTANT:** If you have not already, you need to be registered on our web site and logged in to be able to view the library section on the "Order Wines" page.

Alternatively, you can call the office 707-823-8980 or the winery building 707-824-1933 and we can fax a current list to you. Some items may only include a bottle or two and 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.

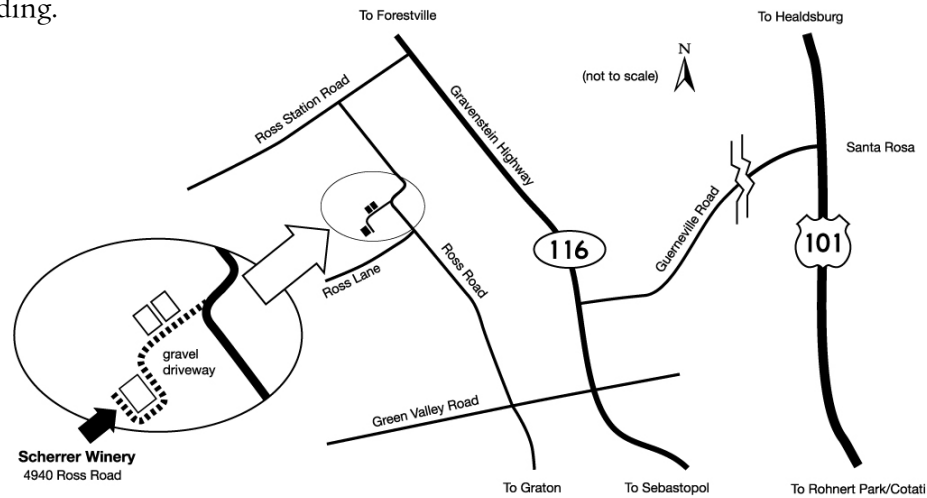
Thanks for your continued support. It allows us the creative freedom to do what we love.



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) 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, GA, IA, IL, IN, LA, MO, NC, ND, NE, NH, SC, TN, TX, MI, MN, NY, OH, VA, WI, WV or WY	\$40/box	\$40/box	\$25/box
FedEx 2-day to above states plus: FL, 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

