



Down to the Wire

As excited as I am about the new wines we are just bottling, I find it nearly impossible this year to get a newsletter out well ahead of our open house. I struggle as I really want to see the 2009 Zinfandels finally combined and bottled before describing them and what to expect from them. So to the frustration of everyone around me, I wait until the absolute last minute to write this. Then, on top of this, we get a year when bottles, labels and corks all seem to take longer than normal to finalize and get into the winery, we find ourselves in a sprint to the finish.

It seems like our lot this last year: We did our share of sprinting and marathon running last harvest when the amount of hand work needed to optimize our heat-challenged Zinfandel grapes was much greater than normal. It was only natural to rise to the level of work my dad and sister put in to bring us the best grapes possible given the untimely heat. More on that in the next newsletter...

Open House

Besides the newly bottled 2009 Zinfandels, we are offering a miraculous 2008 Pinot Noir, some newly-minted 2010 Dry Rosé, a pretty Syrah and a profound Cabernet Sauvignon from 2007, and a very cool Zinfandel from no particular vintage. We will have this large and diverse set of new releases to show at the upcoming open house. The dates are: **April 1, 2, and 3 and April 8, 9 and 10 from 10 am 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 2009 Zinfandel futures offering at this event or we will schedule them for shipment.

New Releases

2009 Scherrer Vineyard 'Old & Mature Vines' Zinfandel

One of the things I really like about this vintage in general (across all varieties) is the balance. Everything seems to be right in proportion – it is rich enough, elegant enough, structured enough, and has a nice, long, graceful, textural finish. It is so 'good enough', that the recently bottled samples I bring home for dinner do not last the night. Red, blue and hints of black fruits take their turns at the top while pleasant, fresh loamy undertone plays counterpoint. I found myself smiling the whole time I was racking this from barrel to the bottling tank. 800 cases produced. *Current release price: \$30 per bottle. Half bottles (\$16) and magnums (\$64) also available.*

2009 Scherrer Vineyard ‘Shale Terrace’ Zinfandel

We are back to the usual production levels of this as weather cooperated fairly well at bloom. Still, it sold out on futures anyway. Typical Shale Terrace stone fruit, spicy and well-textured with a mineral-laden finish are pretty much hallmarks of this small section of the vineyard. While there is none for sale currently, we will pour from our own bottles at the open house so you won't have to. 190 cases produced. ***Sold out on futures.***

2010 Dry Rosé

What used to be a wine I had to force everyone to taste before they could taste anything else has now become a coveted item. I've even had trouble keeping enough for our household for this last year as we were sold out in about 10 days. Yet, I'm constantly looking to fine-tune this beautiful and versatile stuff. In 2010, we planned an increase in the proportion of whole-cluster pressed Syrah because of the great results we saw with experiments in 2009. Contrary to what one expects, Syrah made into pink wine actually lends a delicacy and freshness to our wine. I'm amazed at how well it harmonizes with the Zinfandel and Pinot Noir in our Rosé. Last year, I also experimented with bottle closures using Champagne bottles and crown caps (equipment I already have). I liked the result so much; I am bottling most of the 2010 Rosé with screw caps (equipment I can rent, and is easier to perform on a larger scale than crown caps – but harder to deal with than cork.). I would suggest getting some of each closure and doing your own taste trials over time. For the upcoming vintage, I'm hoping to add a little Grenache to the list of components. Happily, we doubled the production making about 400 cases this year, so it ~~should~~ might last thru the open house weekends this time. *\$16 per bottle, \$34 per magnum. Screw caps and some cork finished 750 mL bottles available.*

2007 Scherrer Vineyard Cabernet Sauvignon

Those of you who have had our Cabernet with 8-plus years of age understand the reward that comes with patience and classically balanced wine. There is an appealing generosity to the primary flavors of this wine, but its balance and structure promise a very graceful evolution and long life (I wish we could do that for ourselves). It reminds me most of our 2002 Scherrer Vineyard Cabernet at a similar stage, except that this might have slightly more going for it on all fronts: There's a nice definition and intensity of fruit – the plummy/cassis/violet-floral/fresh loam/ thing on the nose, while it's juicy, finely woven acidity and tannin support these in the mouth all the way thru its very long, graceful finish. There is a hint of red fruit that lingers on the palate a good minute. As impressive as it is today, many of us know what another 5-10+ years will do for wines like this. 180 cases produced. *\$48 per bottle, \$26 per half bottle, \$100 per magnum.*

2007 ‘Sasha’ Russian River Valley Syrah

I first worked with this variety in Sonoma County 19 years ago, selecting budwood from an established Central Coast vineyard planted by Gary Eberle. After becoming fully self-employed in 1998, I sought to work with this fine variety from cooler sites under our own label. These first Scherrer Syrahs were from my long-time friend and unofficial right-hand-Jiminy Cricket, Don Bliss' vineyard. There was not enough fruit to ferment in our larger 3-Ton tanks so we used small portable tanks that I have for just

such purposes. We had a habit of taking turns naming the tanks rather than numbering them. The one Don named 'Sasha' (he still has given me no explanation for the name) always seemed to produce really pretty, feminine wines. Later, we found ourselves saving him/her for the promising, pretty lots. We implicitly agreed that 'Sasha' should be a nice name for a wine someday.

Just before Lymnar Winery purchased Don's vineyard, I began relationships with the Timbervine and Calypso vineyards in Russian River Valley to further strengthen my seemingly-intelligent-at-the-time stand in the Syrah world. In 2007, I found that I could create better wines by blending parts of each of these vineyards together as opposed to making single vineyard-designate wines. The slightly more powerful, masculine blend became our Russian River Valley bottling released in November. The prettier, more feminine one whispered: 'Sasha.' Think of their personalities as akin to Cote Blonde vs Cote Brune in Cote Rotie. Interestingly, 'Sasha' is both a man's and a woman's name, reflective of the range of personality of this fine grape variety. The nose is somewhat meaty and vaguely smoky/spicy, but then in your mouth grows to blueberry, white pepper and floral on the delicate but surprisingly substantial finish So pretty and restrained, I wonder if we will be accused of blending Pinot Noir into this 100% varietal wine? 360 cases produced. *\$30 per bottle.*

2008 'Black Lightnin' Sonoma Coast Pinot Noir

The copious lightning storms and resulting wildfires in far Northern Sonoma Coast during the summer of 2008 affected the personality of the harvest from a vineyard that is normally at the core of our 'Big Brother' Pinot Noir by adding somewhat 'smoky' character to the brand new wine. As many wineries were facing the same thing, I was fortunate to be able to sit in on tasting several esteemed colleagues' remediation trials. After tasting, I found that I was not comfortable with subjecting our wine to these various high-tech treatments. There was barely enough to even get the equipment wet, anyway. Our wine was only mildly affected and had a lot going for it in all other aspects. I continued on my normal course as the wine seemed headed in the right direction without intervention. So - in my usual way - I waited to see what happened and hope for continued integration with time.

I got my wish. Contrary to common wisdom, I used some new barrels from the start, feeling that their structural contribution would help integrate everything in the wine like they usually do. The only thing I really 'did' to this wine (and for the first time in the winery's history) was to perform an old, traditional cellar procedure that used to be routinely done with most fine wines: I 'fined' the two older barrels with one egg white per barrel to slightly smoothen the finish. It is our first non-Vegan wine! As I observed that it continued to integrate and improve with time in the barrel, I left it there far beyond what I would have previously considered appropriate before this experience - 28 months. I am pleased with my choices as well as the results. Better lucky than good! The finished wine reminds me a lot of the typical Big Brother profile: dark fruits, earthiness, moderately thick texture, yet it finishes as though we had used a different type of cooperage than normal - more of a toasty oak note not unlike what dozens of other wineries think of as their 'signature style'. Numerous people in the wine and restaurant trade have tasted this wine before and after bottling and have not noticed anything different than normal. I wish I could shed my own expectation of what could have been. While I do not feel it's our typical \$50 'Big Brother', I feel this offers exceptional value, pleasure and satisfaction. Black lightnin' is unlikely to strike twice. 140 cases produced. *\$22 per bottle.*

Zinfandoodle 8.9

The long-anticipated biannual Zinfandoodle release is here. It is essentially a thoughtful combination of delicious leftovers from two consecutive OMV Zinfandel vintages. The mission of Zinfandoodle is simply to be delicious. It need not reflect a single vintage personality, but it does reflect two vintages' personalities in true two-part harmony-like the Everly Brothers, Richard & Linda Thompson, or Crosby and Nash...pretty, soulful, and delicious. This version has ample fruit carried by its somewhat serious structure similar to the previous version 6.7. It is as much at home with tomato-based pasta dishes as it is with 'big meat'. There's a label idea that The Who neglected! 500 cases produced. *\$18.75 per bottle.*

Recent Releases & Opportunities

For great drinking right now and thru the next 5 years, I'd suggest looking at the **2007 Russian River, 'Big Brother' and Sonoma County Pinot Noirs** listed on the order form. **2006 Old and Mature Vines Zinfandel** has just entered its prime and should be there for the next handful of years. The **2007 Helfer Vineyard Chardonnay** is in a wonderful state right now. **2006 Timbervine Vineyard Syrah** is currently open for business as well. The **2003 Scherrer Vineyard Cabernet Sauvignon** has seemed to grab everyone's attention when they taste it these days as well.

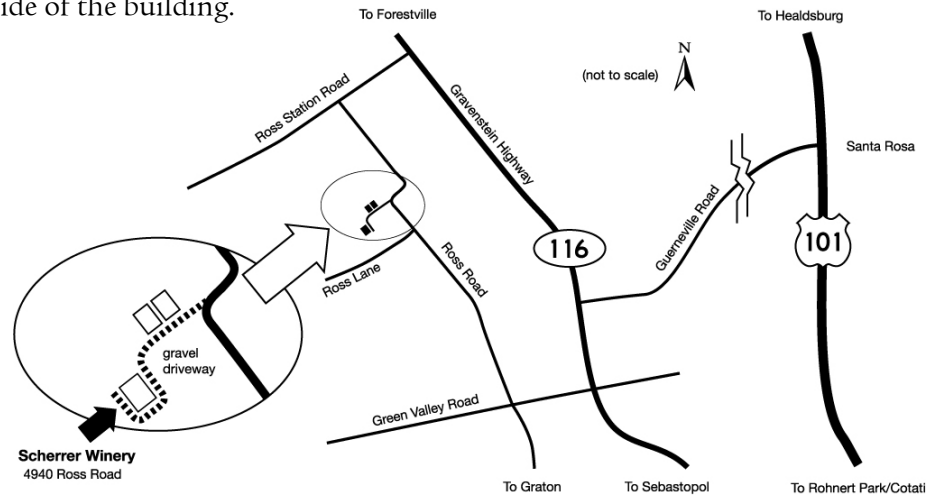
We offer wines on this mailer well ahead of 'general' release, so that you may have an opportunity to come 'back to the well' so to speak, if/when you find yourself falling in love with something as it begins to hit its stride. We try to delay general release enough so that restaurants, in particular, can offer structured, food friendly wines that are truly drinking well without the burden of holding them themselves. Realizing how much this has been appreciated, we will try to continue this as much as possible going forward as market circumstances continue to 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. 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.

	Case 12 x 750's 6 x mags	Case Plus 13 to 15 x 750's	Half Case 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, GA, LA, ME, MI, MN, MO, NC, ND, NE, NH, NY, TX, OH, VA, WI, WV or WY	\$40/box	\$40/box	\$25/box
FedEx 2-day to above states plus: FL, 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

Note: Registration is currently pending in Kansas, Indiana, Tennessee and South Carolina. If you would like to place an order from this mailing, we will be happy to hold the wine for you and ship when licensing is complete.

March 18, 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
2009 Old & Mature Vines Zinfandel	\$30/bottle		
	\$16/half bottle		
	\$64/magnum		
2010 Dry Rosé	\$16/bottle		
	\$16/bottle (cork)		
	\$34/magnum		
2007 Scherrer Vineyard Cabernet Sauvignon	\$48/bottle		
	\$26/half bottle		
	\$100/magnum		
2007 'Sasha' Russian River Syrah	\$30/bottle		
2008 'Black Lightnin' Sonoma Coast Pinot Noir	\$22/bottle		
Zinfandoodle, v.8.9	\$18.75/bottle		

Some Past Releases	Price	Quantity	Amount
2007 Russian River Pinot Noir	\$40/bottle		
2007 Sonoma County Pinot Noir	\$35/bottle		
2007 'Big Brother' Pinot Noir	\$50/bottle		
2006 'Old & Mature Vines' Zinfandel	\$30/bottle		
2007 Helfer Vineyard Chardonnay	\$38/bottle		
2006 Timbervine Vineyard Syrah	\$32/bottle		
2003 Scherrer Vineyard Cabernet Sauvignon	\$45/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, ME, MI, NH, NY, VA include your tax & rate	%	

Ship this wine when weather permits I will pick up this wine at the 2011 April Open House

Shipping (see previous page). Chosen Method: _____

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

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: _____