

## First time for Everything...

When I started this project 20 years ago, the mission was to make wine that recognized the hard work that goes into growing grapes and give credit where due – to the farmer and vineyard. I ultimately wanted to be able to support myself and family and, with your support, I've been able to do that. While I don't primarily bottle single-vineyard wines, I do try to give the growers credit for and compensate them for better quality fruit, especially when it means lower yields and harder work. My job is to make the best wine I can from that fruit in any given vintage, no matter how much work it takes.

This was truly put to the test in 2010 with a growing season of extremes. According to my dad - who has seen late, wet springs, cool summers, percussive heat spells, and rain at harvest – this is the first time in his 84 years that he can remember seeing them all in the same year. It was the Zinfandel in our region that was most affected and offered the biggest challenge the family has seen yet. Collectively, we did everything in our power to assure the quality of the vintage from vine to barrel.

As a result, we are pleased to offer our Zinfandel futures from this pretty challenging vintage, a Chardonnay from an 'easy' vintage, and a really graceful Pinot Noir in what is considered another challenging vintage. Considering the tiny amount of Zinfandel we produced, we debated limiting the Old & Mature Vines Futures offering for the first time ever. In the end, we chose not to.

## Open House

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On August 5th, 6th and 7th, from 10 AM to 5 PM we are pleased to have our summer open house with barreled Zinfandel 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.

## Zinfandel Futures

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### **2010 Scherrer Vineyard 'Old & Mature Vines' Zinfandel Futures**

First the bad news: The first 2/3 of the growing season was so cool that the vines never got acclimated to warm temperatures. Then suddenly, like an anvil dropping on the head of a cartoon character, triple digit temperatures came for several days in late August. This not only burned and shriveled any exposed fruit, but also damaged many of the stems halting the supply of moisture and nutrients essential to the developing grape. The true extent of the damage unfolded over the following weeks, making us wonder if ANYTHING would develop into a sound, ripe grape. Nearly every cluster had a portion with wounded stems. At harvest, my dad and sister made sure only to harvest clusters worth making wine out of, leaving the fully damaged clusters (60% of the total) hanging on the vines.

The good news: Because of the care taken in the vineyard, at the winery we were working with clusters that were only partially damaged. Yet each one still needed some surgery to remove the damaged portion. So I tripled my sorting team from 2 to 6. Rather than the usual 10 minutes per bin needed with sound, clean fruit, it took the expanded team nearly two hours per bin (24 man-hours per ton – 3 minutes per bottle factoring in especially tiny juice yields) to assure that we had worthy material to work with. During the late nights, we reminded ourselves that this was our single best opportunity to make something special. Removing about 25% of the already minimal weight of what was painstakingly selected from the vineyard; we obtained good, sound material to make a wine we are proud to offer. The resulting wines from each block were a little more generous than normal but still all had their own, typical personalities. I think this is most like our 2000 OMV vintage with a bit lower alcohol, more density and a welcome savory nuance. Boysenberry, blueberry with a hint of raspberry and mint are in the aromas. In the mouth, it is definitely a full-bodied wine with rich extract yet has a pretty juicy, acidic support structure.

Continuing our Zinfandel futures offering over the years has been our way of saying ‘thank you’ to all that helped this project start in the first place. Our entire 2010 production is similar to what we typically sell just as futures. After careful consideration, we decided not to limit the futures offering as many of you drink this on a regular basis. **Consequently, there will only be about 200+ cases available for futures and this will sell out quickly.** We’ll keep a small amount for ourselves as a ‘buffer’, to pour next spring and for future library offerings. *Estimated release price: \$35 per bottle (as if there might be any). Futures price: \$250 per case.*

### **2010 Scherrer Vineyard ‘Shale Terrace’ Zinfandel Futures**

These vines are some of the biggest-canopied on the property and fortunately had more shade to protect the fruit during the sudden, severe heat. As such, while still hit hard, these vines were robbed less than other parts of the vineyard. One thing that makes this area amazing to me is that the stone fruit thing is still there, even in a vintage like 2010. If you are a ‘Shale’ fan, you will be happy with this vintage. As we’ve done with past vintages of Shale that are limited, we’ll be providing a “First Crack” order form for those of you that have purchased Shale before a bit of a head start. For those of you that haven’t yet purchased Shale (but would like to) can “Wish list” an order. “First crack” orders are processed in the order they are received until August 1, 2011. We then process “Wish List” orders in the order they were received as wine is available so don’t wait till August to make your wishes known – we most often are able to grant them! *Estimated release price: \$32 per bottle. Futures price: \$230 per case.*

## Summer Releases

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### **2008 Russian River Valley Pinot Noir**

Essentially all from the Green Valley Appellation, some of these vines in the lowest lying areas were affected by early spring frosts of 2008. This resulted not only in less fruit, but less evenly developing fruit because the shoots that re-grew never caught up, translating to later ripening. At nearly full coloring of the ‘earlier majority’ of the grapes, our most frost-affected grower removed the ‘later minority’ making the fruit harvested later more even, leading to the highest quality wine possible even if it meant further reducing the tiny crop. That’s how you do it right. That’s how Kirk Lokka who farms the Hallberg Vineyard did it for us.

I showed this wine at the recent June Pinot Days grand tasting in San Francisco. I have to admit that as good as the 2007 is, a significant number of people preferred the 2008. Like all our Pinot Noirs,

this wine will still benefit from a couple more years in bottle. But it shows quite well after its year in bottle. I like the floral notes and the freshness of this vintage very much and find it multi-faceted and hypnotic. Josh Reynolds describes this quite well in Tanzer's International Wine Cellar issue 156, May/June 2011 "...Intense, high-pitched red berry and floral aromas, with suggestions of star anise and white pepper. Vibrant and spicy on the palate, with sweet strawberry and raspberry flavors complemented by spice and candied rose nuances. Finishes long and fresh, with notes of dried flowers and a lingering spiciness. 91 points" 620 cases produced. *\$40 per bottle, \$22 per half bottle, \$85 per magnum.*

### **2009 Scherrer Vineyard Chardonnay**

I often describe our Chardonnay style as 'Hippie style', meaning that it is barrel fermented, full malolactic fermentation left on the lees for a long time and then bottled without any fining or filtration... 'Mr. natural style', man. The 18+ months on the yeast lees makes the wine more interesting and approachable in its youth. Aromas of limes, pear, struck match, and a slight honeysuckle floral note can make it hard to get your nose out of the glass. On the mouth, it is both rich and taut at the same time. There is a saline quality, and a tartness that is followed by its significant central palate viscosity. The aromatics return on the aftertaste making it a satisfying whole-circle experience. It is really built for prime consumption in 2-5 years, but the long barrel time helps with earlier consumption. 250 cases produced. *\$32 per bottle, \$18 per half bottle, \$66 per magnum.*

## **Two Toes in the 21st Century**

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Over-reactive spam filters aside, we are happy as there have been few glitches with sending out the majority of these newsletters via email. My ex-folding crew thanks you as we've already been able to save a number of trees as well as blisters. Those of you who prefer paper will continue to receive it in that way. We have also put up a winery page on Facebook which I'm actually using a bit (first time for everything) - in stark contrast to the 'Fred's Blog' page on our own website. I guess user-friendliness and a chance for dialog makes a difference to me.

## **Reflections on Recent Wines**

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2006 Old and Mature Vines Zinfandel (\$30) is rocking. The 2007 Russian River Pinot Noir (\$40) has really hit its stride. We'll release the 2008 Platt Vineyard Pinot Noir by the years' end. The 2010 Dry Rosé (\$16) has really turned some heads this spring and early summer. Due to higher production than last year, there is still some of this available. There are also only a handful of cases of the surprisingly popular 2008 Black Lightnin' Pinot Noir (\$22) left. I have been regularly told I have significantly underpriced this wine (don't know if that's a first or not).

Both the 2007 and 2008 Sonoma County Pinot Noirs (\$35) showed well at the recent Pinot Days grand tasting in San Francisco. The 2007's tautness has unwound slightly and the 2008's texture and perfumes are really coming to the forefront. The 2003 Scherrer Cabernet Sauvignon (\$45) has been drinking spectacularly these past few months and should continue so for many more years. I look forward to our first vintage of Grenache from two different sites this fall - another first.

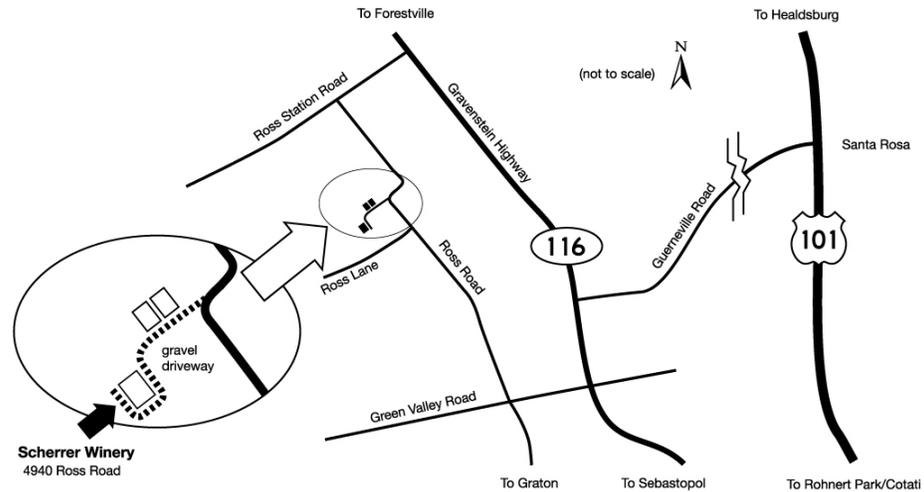
Again, thanks for your continued support. It allows us the creative freedom to do what we love. I am unable to communicate this in such a small space. Judi will undoubtedly suggest a Facebook post for this (which is not a first, either).



## 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

	<u>Case</u>	<u>Case Plus</u>	<u>Half Case</u>
We will be happy to ship your order to any of the following states when weather is wine friendly.	12 x 750's 6 x mags	13 to 15 x 750's	6 x 750's 12 x Half Bottles 3 x mags
An adult Signature is required upon delivery.			
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, ME, MO, NC, ND, NE, NH, TN*, TX, KS*, MI, MN, NY, OH, SC, VA, WI or WY (*registrations pending)	\$40/box	\$40/box	\$25/box
FedEx 2-day to above states plus: FL	\$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

July 5, 2011

### Shale Terrace "Wish List"



Name, MAILING address & telephone:

SHIPPING address & telephone:

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

Futures Wine for release April 2012	Price (cases only)	Quantity	Amount
2010 'Old & Mature Vines' Zinfandel	\$250 / case	Offer Expired	Offer Expired
2010 'Shale Terrace' Zinfandel	\$230 / case	sorry, sold out	sorry, sold out
2010 Zin Futures Sampler (6-OMV, 6-Shale)	\$240 / case	sorry, sold out	sorry, sold out
<b>Futures Subtotal</b>			
Sales Tax: CA Pick-up or CA Delivery 8%			
FL, IL, IN, LA, KS, TX, ME, MI, NH, NY, OH, SC, TN, VA include your tax & rate			%

Ship these futures in April 2012       I will pick up these futures at the 2012 April Open House

Futures Wine Shipping (see previous page). Chosen Method: \_\_\_\_\_

**Deadlines:** August 1 for Shale First Crack  
 August 31 for all futures orders unless sold out

New Releases	Price	Quantity	Amount
2008 Russian River Pinot Noir	\$40 / bottle		
	\$22 / half bottle		
	\$85 / magnum		
2009 Scherrer Vineyard Chardonnay	\$32 / bottle		
	\$18 / half bottle		
	\$66 / magnum		

Some Past Releases	Price	Quantity	Amount
2010 Dry Ros é	\$16 / bottle		
2007 Russian River Pinot Noir	\$40 / bottle		
2007 or 2008 Sonoma County Pinot Noir	\$35 / bottle		
2008 Black Lightnin' Pinot Noir	\$22 / bottle	sorry, sold out	
2006 'Old & Mature Vines' Zinfandel	\$30 / bottle	sorry, sold out	
2003 Scherrer Vineyard Cabernet Sauvignon	\$45 / bottle	sorry, sold out	

<b>Current Wines Subtotal</b>			
Discount on for orders that will total 12 or more bottles (futures build toward discount but are not additionally discounted)			-10% < >
<b>Current Wines Total</b>			
Sales Tax: CA Pick-up or CA Delivery 8%			
FL, IL, IN, LA, KS, TX, ME, MI, NH, NY, OH, SC, TN, VA include your tax & rate			%

Ship this wine when weather permits       I will pick up this wine at the 2011 August 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: \_\_\_\_\_