



## Old Enough to Drink...

This is our 21<sup>st</sup> futures offering. People born during our first vintage are now old enough to drink wine. This realization makes me feel much older, but it also makes me ponder how differently people and wine age. While there are a few wines that age at a similar rate to people, for the most part wine moves much faster than people do. Of course, looking at my dad still running the tractor in his mid-80's, would make just about any wine on this planet think twice about comparing its vitality and longevity to certain humans' potentials.

We get a lot of requests for 'birth-year' wines from parents of young children so that they can enjoy it together on their 21<sup>st</sup> birthday. While our Zinfandels and certain Pinot Noirs may go there in magnum or double magnum, I think this role is best filled by our Cabernet Sauvignons in bottles 750 mL or larger. The Syrahs should have that vitality in most vintages, but in this realm Cabernet is truly king [reminder to self: bring this up for the November library offering]

OK. Back to the futures offering: While 2011 had its challenges at the back-end of the harvest -where later varieties in colder places had difficulty ripening before the heavier rains came - the earlier ripening areas made absolutely stellar wines. The Zinfandels, Chardonnays and most of the Russian River Valley Pinot Noirs are prime examples of this. The Cabernets, owing to their thicker skins and looser clusters are not as prone to rot and were able to achieve appropriate ripeness by waiting out the rain.

We are pleased to offer our Zinfandel futures from this amazing vintage, a new Chardonnay, a graceful Syrah and a really special Pinot Noir. Happily, the amount of Zinfandel was nearly back to normal so we do not expect to sell out of the OMV as quickly as last year.

## Open House

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On **August 3<sup>rd</sup>, 4<sup>th</sup> and 5<sup>th</sup>** 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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### **2011 Scherrer Vineyard 'Old & Mature Vines' Zinfandel Futures**

Our first vintage, 1991 was from a cool growing season. We harvested late September and the wine had a really nice balance of acidity and generosity. Seeing how that wine has developed over two decades, I have been hoping for another vintage like that in order to apply what I've learned since then. 2010 looked like it might be similar, but the August heat spike changed that. I did not have to wait much longer for another opportunity. In 2011, we got the closest thing I've seen in two decades

to a repeat of 1991 at this site. Nice black, red and blue fruits are juxtaposed against appropriately firm structure and somewhat savory, earthy notes as well. I expect it to age even more slowly than the 1991. About 550 cases produced. *Estimated release price: \$35 per bottle. Futures price: \$260 per case.*

### **2011 Scherrer Vineyard 'Shale Terrace' Zinfandel Futures**

While the season was a kind one, the crop level was still pretty low. There are only about 100 cases available and will certainly sell out on futures. Those who bought this in the past vintage have a 'First Crack' order form and these orders will be filled first. After the deadline for 'First Crack' we will begin filling 'Wish List' orders in the order they arrive. Those who know the Shale know the Shale. Stone fruit and minerality are the hallmarks of this small section of the Scherrer vineyard. Only about 100 cases produced. *Estimated release price: \$35 per bottle. Futures price: \$260 per case*

## **Summer Releases**

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### **2009 Platt Vineyard Pinot Noir**

Our third vintage from this special site farmed by special people, I am very excited by what we have been seeing from here. It is a wonderful convergence between old-world sensibility, new world cool-climate material informed by a typically generous and gentle fall season. 2009 gave us plenty of time to decide when to harvest and what kind of style we wanted to dress this beautiful entity with. I chose a slightly more generous path than the previous vintage. It still has the tension and great complexity of the past two vintages from this site. Blue, red and black fruits all take turns at center stage. Quite generous and concentrated, it should continue to improve over the next few years. 96 cases produced. *\$75 per bottle.*

### **2008 Russian River Valley Syrah**

We previously released both the Timbervine and Calypso vineyard designates as they both showed their stuff soon after bottling. This wine, a blend of very complimentary parts of these two vineyards exhibits my favorite aspects of cooler climate Syrah. It exhibits a nice middle-ground for Russian River valley character. It acts like a midpoint between the 2007 'Sasha' and Russian River Valley bottlings. Perfumes, freshly tilled soil, blue and black fruits, black pepper on the aroma are supported by similar flavors and a beautiful tannin/acidity matrix that portends a long, happy development. 160 cases produced *\$30 per bottle*

### **2010 Helfer Vineyard Chardonnay**

This is our second vintage in a slightly different twist from our traditional mode with this vineyard. It was made without assistance by cultured yeasts. As those who have been with us for several years or more understand, I am not prone to major swings in technique. While this is not major change, it is still significant and has been approached in a measured way. I have high hopes for this tack. It gives a different kind of focus to the fruit than years before (like using a different lens), but at the same time it seems to have also integrated the fruit, yeast and oak more rapidly as well. I expect it to age as long as usual, and I feel that this new twist will yield a longer 'sweet spot' for consumption. This is one I personally plan to keep on the heavy side for the library. 95 cases produced *\$42 per bottle.*

## Reflections on Recent Wines

This is where I get to suggest things that are not new, that are not library wines, but are drinking well at the moment. The 2007 Old and Mature Vines Zinfandel (\$30) is enjoying its final month or so in restaurants. Just approaching its stride, this is the last chance to get some before it rests a few years in library before re-introduction as an adult. The 2008 Russian River Pinot Noir (\$42) is drinking very well right now and also enjoying its run in restaurants. While we made more 2011 Dry Rosé than ever, it sold out faster than expected (sorry). The 2008 Sonoma County Pinot Noir (\$35) is a great companion to Salmon and warmer weather fare. Its lighter weight and more acidity-driven structure have opened up to a great spot and it is worth a look for summer and holiday fare [yes, they are approaching faster all the time]. The 2004 Scherrer Cabernet Sauvignon (\$60) has been drinking spectacularly these past few months and should continue so for many more years. I find myself showing this on a regular basis when people visit lately. At a more modest price, the 2006 Alexander Valley Cabernet Sauvignon (\$38) is a more red-fruited, forward slant that speaks more of the region than the specific site. Both the 2007 'Sasha' Syrah and 2007 Russian River Valley Syrah are in a glorious spot and a true value (\$30).

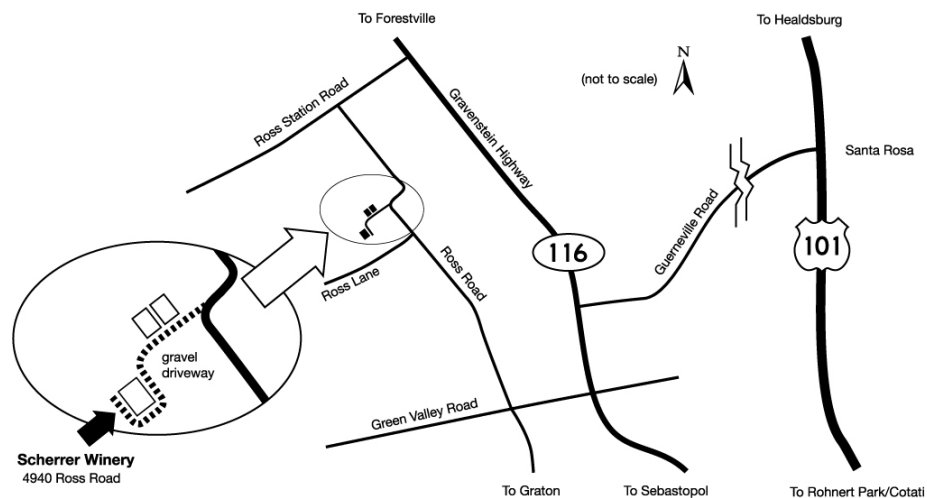
Again, thanks for your continued support. It allows us the creative freedom to do what we love. I am unable to communicate this in such a small space.



## 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

<p>We will be happy to ship your order to any of the following states when weather is wine friendly.</p> <p>An adult Signature is required upon delivery.</p>	<p>Case 12 x 750's 6 x mags</p>	<p>Case Plus 12 to 15 x 750's</p>	<p>Half Case 6 x 750's 12 x Half Bottles 3 x mags</p>
GSO Delivery to CA residents (recommended), NV and AZ (if you visited within the last 12 months)	\$16/box	\$20/box	\$12/box
UPS to CA residents	\$24/box	\$24/box	\$16/box
UPS to CO, ID, OR, NM, NV or WA	\$32/box	\$32/box	\$24/box
UPS to AL, DC, IA, IL, IN, GA, KS, LA, MD, ME, MI, MN, MO, NC, ND, NE, NH, NJ*, NY, SC, TN, TX, OH, VA, WI, WV* or WY	\$42/box	\$42/box	\$26/box
FedEx 2-day to above states plus: FL or HI	\$80/box	\$95/box	\$48/box
Overnight to any above state plus: delivery to address with liquor license (any state). HI or Alaska higher	\$90/box	\$100/box	\$64/box

\*Registration in progress

July 5, 2012

### Shale Terrace "Wish List"



Name, MAILING address & telephone:

SHIPPING address & telephone:

Name	Name
Street	Company
City, State, Zip Code	Street
Phone (     )	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	Wish List
2011 'Old & Mature Vines' Zinfandel	\$260 / case			
2011 'Shale Terrace' Zinfandel	\$260 / case	Wish List		
2011 Zin Futures Sampler (6-OMV, 6-Shale)	\$260 / case	Wish List		
<b>Futures Subtotal</b>				
Sales Tax: CA 8%    Out of state: DC, FL, GA, IL, IN, KS, LA, MD, ME, MI, NH, NJ, NM, NV, NY, OH, SC, TN, TX, VA, WI, WV			%	

Ship these futures in April 2013             I will pick up these futures at the 2013 April Open House

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

**Deadlines:** July 27 for Shale First Crack  
August 31 for all futures orders unless sold out

**Futures Total**

New Releases	Price	Quantity	Amount
2009 Platt Vineyard Pinot Noir	\$75 / bottle		
2008 Russian River Valley Syrah	\$30 / bottle		
2010 Helfer Vineyard Chardonnay	\$42 / bottle		
Recent Releases	Price	Quantity	Amount
2007 'Old & Mature Vines' Zinfandel	\$30 / bottle		
2008 Russian River Pinot Noir	\$42 / bottle		
2008 Sonoma County Pinot Noir	\$35 / bottle		
2004 Scherrer Vineyard Cabernet Sauvignon	\$60 / bottle		
2006 Alexander Valley Cabernet Sauvignon	\$38 / bottle		
2007 Russian River Valley Syrah	\$30 / bottle		
2007 'Sasha' Russian River Valley Syrah	\$30 / bottle		
<b>Current Wines Subtotal</b>			
Discount 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 8%    Out of state: DC, FL, GA, IL, IN, KS, LA, MD, ME, MI, NH, NJ, NM, NV, NY, OH, SC, TN, TX, VA, WI, WV			%

Ship this wine when weather permits             I will pick up this wine at the 2012 August 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: