



Tired but very, very happy...

I write this at my first real opportunity to sit down in front of a keyboard in two months. Due to the kind weather throughout the growing season, 2012 found us with a fair amount of extremely high quality fruit. I was impressed by the evenness of ripening and the lack of 'bad things' like rot, sunburned fruit, etc. to remove at the sorting table. This makes everyone happy. As we work with different varieties and sites that encompass the warmer and cooler parts of Sonoma County, there is usually a small break in the action of harvest activity. It allows me some rest and time to reflect on the wines we are offering in the fall. This year, things were so steady and constant that this luxury was not available. It was a real positive for the new wines, but takes its toll on me and the amount of time I have to present this offering.

The previous couple of vintages had their challenges – Either percussive heat in the late summer or rain during the later part of harvest. This year the challenge was to actually *find* the challenge. The growers we work with are adept at managing the crop load, so we came in right where we wanted to be. I was also able to have things harvested right on the early side of my 'ripeness window' which have given us wonderfully elegant and flavorful wines.

Enough about 2012. In this offering we have some new releases from the 2009 and 2010 vintages of very low production wines. Both of these vintages had their easily surmountable challenges, but we are pretty good at either avoiding them or dealing with them. That said, there are beautiful opportunities nested in pretty much any vintage we experience here in this wonderful part of the world.

Thankful, as always

During the year, we receive a constant stream of re-orders for wines people have been enjoying as well as the positive feedback that comes with it. I hold and then ship these orders as weather allows. As always, we appreciate your support and try our best for you all the way to the doorstep if we can.

Now that I've finished the newsletter, time to start digging through the wine Library to put together the **November 10 offering**. I enjoy finding things that are showing the advantages of our style with age, it give me great pleasure and are a reward to surviving another two month marathon called harvest. Sometimes, it is difficult to part with some of these. But I enjoy sharing these bottles that are so special to me, personally.

Open House

November Open House: Friday the 16th, Saturday the 17th, and Sunday the 18th 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 [posted on the website on Nov. 10] 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. 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

2010 Scherrer Vineyard Chardonnay

Seeing the success with the un-inoculated 2009 Helfer Chardonnay fermentation which we started doing (or not doing, according to the point of view of the wine), I decided to apply what we learned to the Scherrer Vineyard bottling as well. I am so happy with this direction that I am kicking myself a little for not going this route earlier. The texture is beautiful and the integration of the small amount of new French Oak and yeast is happening waaaay sooner than it used to. There is a more bright expression to the apple/pear side of the fruit and there are more nuances that peel off of the wine core on the finish. Its youthful appeal causes me to open more bottles of this than I normally do at this stage, yet I do not believe we are sacrificing longer term development with this approach. 210 cases produced. *\$34 per bottle, \$18 per half bottle.*

2009 'Big Brother' Pinot Noir , Sonoma Coast.

This is the last of our 2009 Pinot Noirs to be released. From the far Northern Sonoma Coast, near Annapolis, this vineyard enjoys the proximity to the foggy Pacific Ocean without being inundated with the marine air each afternoon like some colder sites at the Sonoma/Marin County border further south. I have found that the best expression of this site is to wait until the tannins have softened somewhat, giving a more generous overall expression. For the chemistry buffs, the pH is always extremely low here which I think correlates well with the freshness and energy of the wine on the finish. Darker fruits, some interesting savory notes, fresh loamy earth/oak undertones are supported by a supple-on-the-outside-but-firm-on-the-inside core of structural tannin. As the flavors emerge the freshening acidity begins to take over the structural role ending in a mouth-watering glow. 145 cases produced. *\$50 per bottle, \$104 per magnum.*

2009 'Sasha' Syrah, Russian River Valley

My love of cooler climate Syrah is no secret. I have focused on a couple of sites in the western Sonoma County (most significantly, Calypso) to work with on an ongoing basis. Knowing that some vintages we may receive serious winter storm system before perfect textural ripeness in these vineyards – in 2009 I hedged my bets by contracting for small bit of earlier ripening RRV Syrah nearby. This turned out to be the perfect year to do this as we received significant rain systems interrupting what would have been 'perfect' conditions for stand-alone wines from the colder sites. Having a little bit of more generous material made the difference and gave us exactly what we needed to complete this gorgeous package. Blue fruits, white pepper, some wild game notes, tempting high-toned perfumes are the giveaway cool climate Syrah notes. As a baby wine, the mouth is still very firm and only vaguely yielding. Having been so recently bottled, this wine can use an hour or two

decanting to really open up. A partial bottle saved for the second day to finish will reward you. This is where regional blends' strength is in their resilience and giving the winemaker some attractive options to dial in quality. I think this is one of the strengths of our Russian River Valley Pinot Noir. It reflects a small neighborhood, year in and year out.... 190 cases produced *\$32 per bottle*

2009 Alexander Valley Cabernet Sauvignon

This is classic Alexander Valley Cabernet Sauvignon from a really favorable vintage for it. Cassis, red fruits, fresh loam, bright acidity all come together to make this a high-energy foil for all the typical Cabernet Sauvignon food pairings.) As a very young wine, it shows its best with food at the table and I would pair it with typical hearty winter-time fare. Like the 2009 Syrah, it was bottled in August, just before the harvest and rewards patience in the decanter or with the corkscrew. 165 cases produced. *\$38 per bottle.*

Very Recent Releases

A good comparison with the new Scherrer Vineyard Chardonnay is the 2010 Helfer Chardonnay (\$42). It would make for a great blind-tasting experience to see if folks can guess the vineyard location. The more perfumed and delicate 2008 Sonoma County Pinot Noir (\$35), or the slightly richer and more complex 2008 Russian River Valley Pinot Noir (\$42) are in a fantastic zone right now. For something extra-special, the 2008 Platt Vineyard Pinot Noir (\$75) has been in bottle just long enough to begin to develop some interesting nuance which adds to the already impressive primary fruit. The 2008 OMV Zinfandel (\$32) has emerged from the garage and is firing on all cylinders. The 2008 Calypso Syrah has continued gaining aromatic volume and has been showing well enough lately to warrant a reminder here. Finally, the 2007 Scherrer Vineyard Cabernet Sauvignon (\$48), while still robbing the cradle is worth a mention here for those who want to see what a classically-styled Cabernet Sauvignon from a great vintage looks like in its infancy.

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.

Our gifted luthier friend Michael Gurian has designed and built a special wooden gift box for our magnums. These will be offered with the Library release on November 10th.

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 10**

http://scherrerwinery.com/pages/order_wines.cgi.

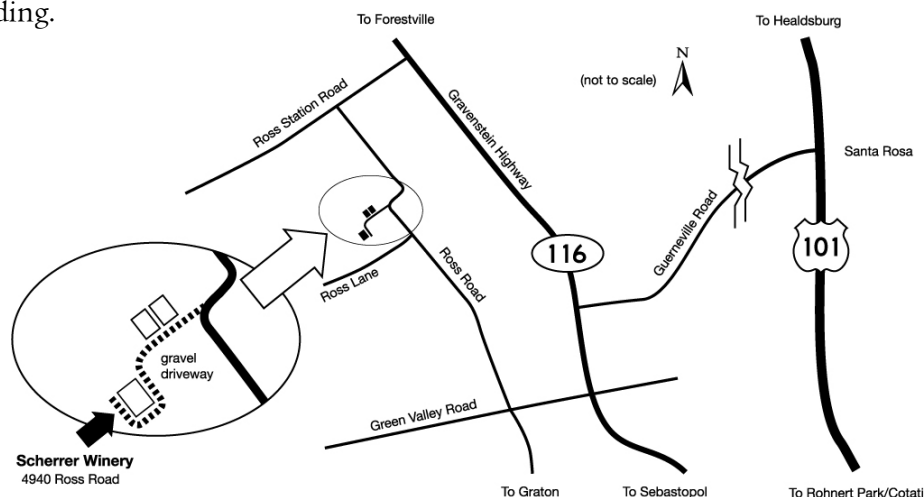
IMPORTANT: If you have not already, you need to be registered on our web site and logged in to be able to view the library section on the "Order Wines" page. Alternatively, you can call the office 707-823-8980 and we can fax a current list to you. Some items may only include a bottle or two and will be sold on a first-come, first-served basis.



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.

	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)	\$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, TN, TX, OH, VA, WI or WY	\$42/box	\$42/box	\$26/box
FedEx 2-day to above states plus: FL, HI	\$80/box	\$95/box	\$48/box
Overnight to any above state. Delivery to any state address with liquor license. HI or Alaska higher	\$90/box	\$100/box	\$64/box

*Pending registrations.