



The message in the bottle...

A message has both content and means of transmission. Transmission is dynamic and evolving. They can be physically transported between parties via mail, on the feet of birds, or inside fortune cookies. Smoke signals, Morse Code, semaphore and now electronically, messages can fly across great distances in seconds. Most of these messages typically transmit a specific thought (allegedly) or piece of (hopefully) useful information. Other messages' contents are more of a statement or rhetorical question sent out to the universe. These latter types of messages are also often transmitted in thoughtful or creative ways: poetry, music, art, and sometimes even wine.

If there is a message in the bottle, it could be as obvious as the winemaker saying 'look at what I have made' or as subtle as 'look at what I see here.' But it is impossible to take the 'I' out of the message because grapes do not simply become wine without human intervention. For me, I try to allow a message to remain in the bottle from the vine's environment, be it one that speaks of a specific site or from a specific region, if not of an individual variety and the kind of growing conditions that year. But I also want it to give pleasure while delivering the message. Sometimes this is a fine line to walk. If done right, nobody notices the 'I' part.

We are pleased to offer our 2012 Zinfandel futures from this well-regarded vintage, the first of our 2010 Cabernet Sauvignons, another small slice of 2012 Rosé and a really special 2010 Pinot Noir. Happily, the amount of Zinfandel (particularly the Shale Terrace) was more generous in 2012 than the past couple of years.

Open House

On **August 2nd, 3rd and 4th 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 and a couple current releases currently in fine form. The winery address is 4940 Ross Road, Sebastopol, 95472. If you get lost, the direct telephone number is 707-824-1933.

Zinfandel Futures

2012 Scherrer Vineyard 'Old & Mature Vines' Zinfandel Futures

A lot has been said about the high quality of this vintage. I've been pretty happy with it myself although my goal is to produce wines that I am happy with every vintage so I tend to understate the easier vintages when they arise. The 2012 Zinfandel has developed well this past winter, showing more of the serious side of this variety as it evolves. More about minerality, spices and earthiness and latency rather than tutti-frutti youthful aromatics, this wine reminds me of the 1999 vintage of this bottling which has been one of our longest-lived and slowest evolving Zinfandels. Fans of balanced, well-structured Zinfandels will be pleased. Full-throttle super-ripe fans will be less so. About 740 cases produced. *Estimated release price: \$36 per bottle. Futures price: \$270 per case.*

2012 Scherrer Vineyard 'Shale Terrace' Zinfandel Futures

It has been several years since we have gotten 'the usual' production from this small part of the Scherrer Vineyard. So those who have been disappointed by its recent scarcity should be very happy this year. The wine is fairly typical Shale Terrace character: stone fruit, plums, black pepper, fresh loam, juicy acidity...all the right stuff. As always, those who bought this in a recent 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 that they arrived. I expect to be able fill most if not all of the orders received this time. About 190 cases to be produced. *Estimated release price: \$36 per bottle. Futures price: \$270 per case*

Summer Releases

2010 Russian River Valley Pinot Noir

A wine for now *and* for later: When I transferred this from the barrels to the bottling tank a little over a year ago, I was very excited to see that the wine retained so much of its forward, youthful fruitiness from the underlying fruit material rather than those short-lived esters from fermentation. It's the more stable grape-derived material that stays with the wine during its journey through middle-age and beyond, somewhere between eight and sixteen years of age.

On the other hand, there is tremendous depth to the wine's more latent aspects which are also grape-derived (mostly thru extraction of solid grape material): There seems to be a kernel to this wine that is reminiscent of how flavors come out of a lemon drop candy. It's like you feel the hard candy in the center of your mouth, but the location where the flavors show themselves are in the dissolved, non-solid part like a halo. It's that kernel that replenishes the flavor pool. This wine seems kind of like that (however with different flavors than a lemon-drop). I'm excited about this wine in that it has the potential to make friends early on as well as to develop into something more interesting and complex in a graceful fashion for years to come. Its message should echo for many years and as it does, it should change from the crystal-clarity of the initial message, gaining interest as it diffuses and resonates over time realizing a kind of self-harmony. 680 cases produced. *\$44 per bottle, \$23 per half bottle, \$90 per magnum.*

2012 Dry Rosé of Syrah

When I made the final blend of the Dry rosé of Grenache and Syrah released this past spring, I decided to leave these few barrels out of that blend because I saw a different destiny for them. This is more amply endowed than the delicately-poised Grenache portion. Sometimes I'm in the mood for a little richer Rosé, particularly in the fall or with holiday meals. So I chose to leave these barrels on their fermentation lees for several more months to complete and respect the somewhat more hefty frame begun by the Syrah. Slightly darker in color than the spring rosé, this wine boasts flavors of Santa Rosa plum, minerality and a texture that mirrors its color. This style of wine also works well with salty foods, just like the spring Rosé of Syrah and Grenache (with the silver capsule). This wine has been bottled with a black capsule to help keep track of which is which. 96 cases produced.
\$20 per bottle

2010 Sonoma County Cabernet Sauvignon

This Scherrer Vineyard Cabernet Sauvignon is a portion that didn't 'make a fit' into the two usual bottlings: Scherrer Vineyard and Alexander Valley. It confounds me that such a nice, complete wine can fight so strongly with its siblings but the message, although similar, was not harmonious when spoken at the same time as either one. It has the same cassis, red and black fruit of the other bottlings, and a little less mystery than the Scherrer Vineyard bottling. It is more immediately satisfying, while a bottle can be 'nursed on' for a week as it continues to 'open up.'

When I have this alone, it is practically impossible to tell if it is the Alexander Valley bottling or the Sonoma County bottling. When side-by side, they show their modest differences. Why they don't blend together is personally annoying and why I think that simply grading one's barrels 'A' or 'B' when making blends misses the point of harmony and balance. You have to try them on for size as an ensemble to know if they belong together or should be worn separately. Anyone who loves our Cabs should explore this as a well-priced alternative for everyday drinking or for those parties where you don't want to pour expensive wine but want really expensive tasting stuff. 95 cases produced.
\$28 per bottle.

Reflections on Recent Wines

This is where I get to suggest things that are not new, that are not yet library wines, but are drinking well at the moment. The **2009 Old and Mature Vines Zinfandel** (\$32) 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 2010 Sold out on futures and the 2011 sold out in the wake of the Wine Spectator 94 point rating. So this is like last call. The **2008 Russian River Pinot Noir** (\$42) is drinking spectacularly and will be sold out at the winery in a month. The **2008 Sonoma County Pinot Noir** (\$35) had reached new heights as of last November and is still a great companion to Salmon and warmer weather fare. The **2003 Scherrer Vineyard Cabernet Sauvignon** (\$65) is in a perfect inflection zone between primary and secondary characteristics. I enjoy showing it to people blind and asking them to guess the vintage. Most of the guesses are 5 years younger than the wine is. The **2007 Russian River Valley Syrah** (\$30) continues to be in a glorious spot and is evolving at a snail's pace.

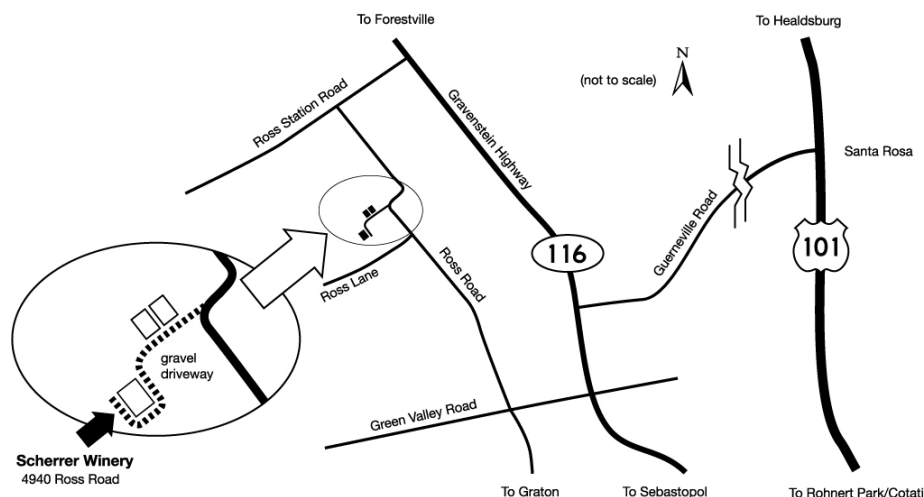
Again, thanks for your continued support. It allows us the creative freedom to do what we love. I am unable to communicate this adequately in such a small space.



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 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 12 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) | \$18/box | \$22/box | \$14/box |
| UPS to CA residents | \$26/box | \$26/box | \$18/box |
| UPS to CO, ID, OR, NM, NV or WA | \$34/box | \$34/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 | \$44/box | \$44/box | \$28/box |
| FedEx 2-day to above states plus: FL or HI | \$90/box | \$98/box | \$48/box |
| Overnight to any above state plus: delivery to address with liquor license. HI or Alaska higher | \$110/box | \$120/box | \$68/box |

Shale Terrace "First Crack"

MAILING

SHIPPING

| | | |
|-----------------------|-----------------------|--------------------------------------|
| Name | Name | |
| Street | Company Name | Residential <input type="checkbox"/> |
| City, State, Zip Code | Street | |
| Daytime Phone | City, State, Zip Code | |
| e-mail: | Delivery Phone | |

Changes? Yes No

Shipping Notes

| Futures Wine - Released April 2014 | Price (cases only) | Quantity | Amount | Wish List |
|--|--------------------|----------|--------|-----------|
| 2012 'Old & Mature Vines' Zinfandel | \$270 | | | |
| 2012 'Shale Terrace' Zinfandel | \$270 limit 1 case | | | |
| 2012 Zin Futures Sampler (6-OMV, 6-Shale) | \$270 limit 1 case | | | |
| Futures Subtotal | | | | |
| Sales Tax: CA 8.25% Out of state: DC, FL, GA, IL, IN, KS, LA, MD, ME, MI, NH, NJ, NM, NV, NY, OH, SC, TN, TX, VA, WA, WI, WV | | | % | |

Choose: Pick up at Open House or Shipping method and cost:

Deadlines: July 28 for Shale First Crack
August 31 for all futures orders unless sold out

Futures Total

| New Releases | Price | Quantity | Amount |
|---|-------|----------|--------|
| 2012 Dry Rose of Syrah, 750 mL | \$20 | | |
| 2010 Russian River Valley Pinot Noir, 750 mL | \$44 | | |
| 2010 Russian River Valley Pinot Noir, 375 mL | \$23 | | |
| 2010 Russian River Valley Pinot Noir, 1.5 L | \$90 | | |
| 2010 Sonoma County Cabernet Sauvignon, 750 mL | \$28 | | |
| Recent Releases | Price | Quantity | Amount |
| 2009 Old & Mature Vines Zinandel, 750 mL | \$32 | | |
| 2008 Russian River Valley Pinot Noir, 750 mL | \$42 | | |
| 2008 Sonoma County Pinot Noir, 750 mL | \$35 | | |
| 2003 Scherrer Vineyard Cabernet Sauvignon, 750 mL | \$65 | | |
| 2007 Russian River Valley Syrah, 750 mL | \$30 | | |

Current Wines Subtotal

Discount for orders that will total 12 or more bottles
(futures build toward discount but are not additionally discounted)

-10%

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Current Wines Total

Sales Tax: CA 8.25% Out of state: DC, FL, GA, IL, IN, KS, LA, MD, ME, MI, NH, NJ, NM, NV, NY, OH, SC, TN, TX, VA, WA, WI, WV

%

Choose: Pick up at Open House or Shipping method and cost:

Total

Payment: Visa / MasterCard American Express Check

| | | |
|--------|----------|-------------------------------------|
| Card # | Expires: | Security Code Visa/MC: 3 on back |
|--------|----------|-------------------------------------|

I confirm I am at least 21 years of age.

Date of Birth:

Signature:

Date: