

Who 'gets it?'

This is not the name of a collaborative album between Pete Townshend and Bob Dylan. It is a question I ask myself a lot lately. Our stylistic choices are not 'stylish.' Our marketing is not 'slick.' But we know what we are trying to do and for whom we are doing it. So thank you. You clearly get it!

2015 marks another early start to the growing season resulting in an early finish. The time on the vines was normal and when the grapes were picked at the right time, the results were stunning. The lighter overall crop reminded me that smaller quantities are easy to do (duh). It was a vintage where five different strategies were required depending on the situation. But space was easy to find for everything coming in and I had time to really enjoy the complexity of the season.

One of the biggest challenges was that there were a majority of small, fragile seedless berries that can evaporate in the heat right at the moment of ripeness, so one had to be prompt to nail it. In our area it is typical to have a few very warm days interspersed between several very cool, foggy days. All that was needed really was to time things so the most fragile berries did not get cooked in the next hot cycle. Consequently, I am finding very low pH's and bright acidities. There is little bitterness because there were very few seeds (which is where the majority of bitterness originates). It was a perfect year to forget about numbers and simply use common sense, taste grapes and extrapolate the outcome.

In this offering we have lots of new wines that really represent the diversity of what Sonoma County offers us. I can't think of anywhere else in the world I would really want to live and make wine in. When I am dead tired and struggling to keep everything going here, all I have to do is remind myself how lucky I am to be here doing what I enjoy on my own terms. What is not to get about that?

Library time

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. We continue to offer these maple and walnut gift boxes for magnums.

In order to give everyone on our mailing list a fair chance, wines will be available on-line at the Wine Shop at 9 AM PST Saturday November 7.

www.scherrerwinery.com/shop

Some items may only consist of only a bottle or two and will be sold on a first-come, first-served basis. If you haven't ordered from the Wine Shop before, you will need to register as a 'new' customer even if you are already on the mailing list.



Open House

November Open House: Friday the 13th, Saturday the 14th, and Sunday the 15th 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 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 we can navigate surprisingly narrow temperature windows across the continental US. **It appears that we will have our first good window for shipments to leave the winery around October 28-29** to travel across country with the upcoming weather system. 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

2013 Helfer Vineyard Chardonnay

Apple, pear aromas on first whiff lead to a soft entry and a long mineral and persistent finish of the same fruits. There is also a star fruit note and some subtle roasted grains that appear here and there as well. I really enjoy the complexity and relative proportion of things in this vintage of Helfer Chardonnay. I can't think of a vintage I prefer to this. 160 cases produced. *\$48 per bottle.*

2014 Rosé of Syrah, Sonoma County

Once again, had a little more Syrah rosé than the spring blend with Grenache needed AND it was really nice in its own right. Watermelon, candied-apple, cotton candy aromatics remind me of a country fair upwind of the popcorn vendor and animal husbandry section. Bone-dry, surprisingly thick texture with bracing acidity unfold on the palate as well. This wine was designed to release in the fall just in time for Holiday meals. It is unusual to release a rosé at this time of the year, but it is a perfect schedule for this wine. Those who have had it 'get it.' 190 cases produced. *\$20 per bottle.*

2012 Scherrer Vineyard Old Vine Zinfandel - Centennial Vintage

I could see early on I had something very special from this special site on its special birthday. As the 2012 Old vine zinfandel soaked on its skins for weeks after fermentation, there was an unusual level of structure and nuanced perfume. I kept some of it separate and put it in older, larger format cooperage to preserve this primal nature and see what developed without the enhancement of new wood.

A beautiful, delicate, soulful expression of the 'wisdom of the ages' seems personified in this wine. Picked on 'the skinny side' of the ripe window, it showcases this site, the long-deceased man who planted them just as he came of age (my grandfather), and his son's (my dad) lifetime of loyalty and stamina. It is with great pride that I offer this celebratory bottling.

I aged it longer and bottled it in magnums because it seems to have everything pointing to longer and slower: Longer on skins, longer in wood, larger wood... it was only logical to use larger bottles as well.

It is not designed to be a wine to geek out about and put into blind tastings. It is a special event for the vineyard, our family and for yours. Delicate perfumes like fresh plums, red raspberries, savory herbal nuances play hokey-pokey with center stage. Fresh loam appears here and there on the mouth as well while the finish is incredibly long for such a delicate expression of Zinfandel. We recently 'assessed' a magnum of this over four evenings and found that each successive day the wine's focus simply increased over the previous day. 38 cases produced. *\$100 per magnum.*

2012 Pinot Noir, Russian River Valley

This is truly a fine vintage and represents what I think is the perfect expression of the Green Valley neighborhood: red (cranberry and red plums) and some black (black cherry and a hint of boysenberry) fruits, slightly herbal back note with a tiny earthy side note. All these voices are singing at the appropriate volume and are right in tune. The finish is very long and echoes the entry flavors nicely.

It has perfect acidity to pair nicely with grilled salmon yet enough of the dark side to work fantastic with lightly smoked pork sausage and herbs (as I tried recently in my ongoing dinner time research on such important matters). As with our rosés, I think the acidity is a great counterpoint to saltiness (both in the sausage as well as what the salmon often is touched with) and a light touch with oak still allows perfect harmony with lightly smoked foods. Interestingly, with salmon, the dark fruits show more prominently while with the pork sausage the red fruits in the form of red plums are on top. As you may have noticed, I am enjoying this important line of research and look forward to furthering that project in the near future. 1040 cases produced. *\$48 per bottle, \$26 per half bottle, \$100 per magnum.*

2011 Hallberg Vineyard Pinot Noir, Green Valley

I have been enticing visitors with the 2010 vintage this past year and it has taken on its own passionate following. Like the 2011 Russian River Pinot, it is all pre-rain and was stunning material. The majority of barrels from this parcel are the normally the backbone of our RRV bottling. I was able to keep two barrels separate this vintage to showcase its beauty without making any difference in the quality or balance of the RRV bottling. In the RRV, it's like the member of a committee that reels the other members back to reality and focuses attention to the job at hand after heated debate. What it brings to the table is the quiet, classy aromatics, red fruits and persistent, supporting acidity.

Great Pinot Noir should have personality and a sense of purpose that the taster recognizes without being hammered over the head with a mission statement, graphs and charts, or young ladies in bikinis at trade shows handing out shots of tequila. We have all met people who appear quite reserved, confident and engaging without appearing like a golden retriever meeting someone with a tennis ball. This wine has that quiet confidence. Red-fruited, slightly herbal, beautifully high-toned floral perfumes give way to a very juicy, mouth-watering entry. Laser-focused acidity carries through with great continuity making this wine not only good on its own, but a fantastic wine to have with any food that appreciates bright acidity and reserved, but substantial character. 48 cases produced. *\$75 per bottle, \$160 per magnum.*

2012 Alexander Valley Cabernet Sauvignon

This is from a block of vines growing right next to the vines that make up our Scherrer Vineyard bottling. Since the soil and rootstock varies, so does the characteristics of the fruit and wines. Normally a bit more red-fruited, this vintage is a bit more about serious dark chocolate, blueberry

and nice red plum relief. There is a cool mint background as a counterpoint. It is a nice, coherent package on the mouth with a good mouth-watering finish. This typically comes around sooner than the Scherrer Vineyard designate (released later). The structure has more to do with acidity and less with tannin than the Scherrer bottling actually making it more food versatile during the early years in bottle. 125 cases produced. *\$40 per bottle.*

2011 'Huntsman' Red Wine, Sonoma County

My first experiences drinking Grenache-based wine were with those originating from the south of France where they are almost always blended with other varieties. In 1987 my friend Bill brought me a 1984 Vieux Télégraphe that I'll never forget. It had nice black pepper, and went fantastic with food. Despite being considered a poor, rainy vintage in Châteauneuf-du-Pape, the ability to blend many varieties together to balance their structure vs. generosity made that wine brilliant.

Interestingly, my first experiment with Grenache in 2011 was a similar vintage where Grenache struggled to reach perfect textural maturity all on its own before the rains and resulting rot pressure would degrade the quality of the wine. Taking a cue from my 1980's drinking experiences; I found that blending it with a large percentage of textural Syrah and a tiny bit of Zinfandel brought everything into focus and balance (sometimes, even I 'get it'). The Huntsman 2011 is a delicious wine that works well with pretty much anything Zinfandoodle does with its hat (or beret) tilted toward the south of France as much as Northern California. Its particular affinity to flavorful wild game dishes inspired a friend to suggest the name for this interesting wine.

Plums, lavender, black pepper gently trade places at center stage in the glass. Four years in neutral barrels have tamed the tannins perfectly without imparting excessive wood, allowing acidity to play an equal role in holding up the structural duties. The acidity allows it to make even tomatoey pizza come alive while still finding a sweet spot with flavorful, darkly flavored meats and mushrooms. 100 cases produced. *\$20 per bottle.*

Very Recent Releases

The 2010 Russian River Valley Pinot Noir has been on a roll. So is the 2012 Old and Mature Zinfandel. The 2011 Sonoma County Pinot Noir is destined for turkey dinners as is the surprisingly versatile 2012 Sonoma County Grenache. The 2010 Big Brother has settled into the early part of its prime time. For even more substantially built reds, the 2009 Sasha Syrah is singing and 2010 Scherrer Vineyard Cabernet Sauvignon is really coming into its own.

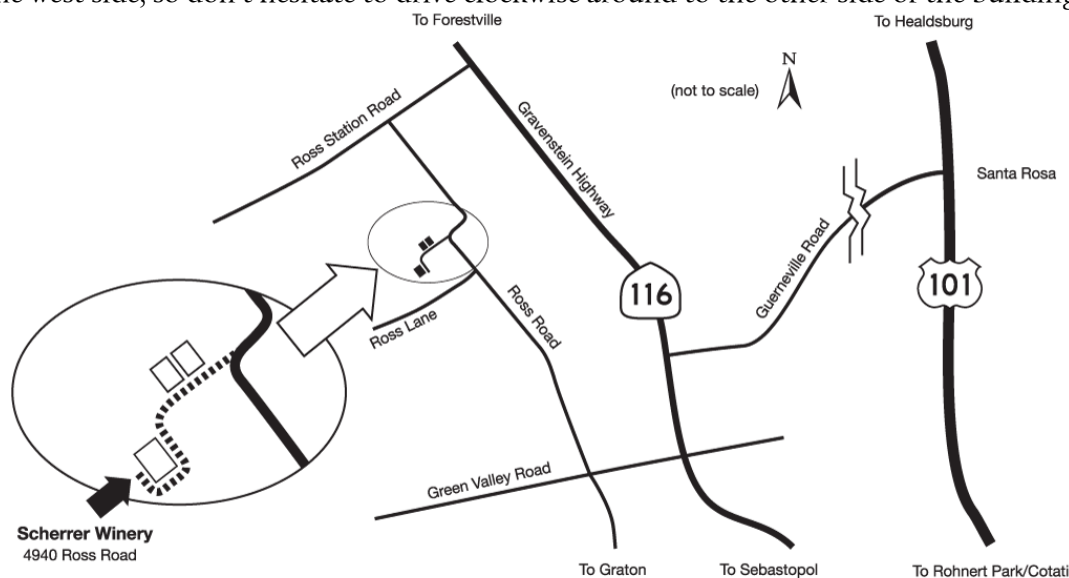
As always, thank you for your support. It is what allows me to do this, supports our family and the growers we work with.



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. While it's tempting to zip along now that our neighbors have paved it, there are a couple of blind corners around buildings. The entrance and our gravel parking area are 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.

	Case:	Per bottle
	12 x 750 mL	(750 mL
	24 x 375 mL	equivalent)
	6 x 1.5 L	
<u>Pick up</u> is available during Winery Open House events or by appointment	NC	
<u>Golden State Overnight</u> (recommended) to CA, NV and AZ	\$21/box	\$1.75
<u>Ground</u> to CA, AZ	\$30/box	\$2.5
<u>Ground</u> to CO, ID, OR, MT, NM, NV or WA	\$36/box	\$3
<u>Ground</u> to AL, DC, FL, IA, IL, IN, GA, KS, LA, MA, MD, ME, MI, MN, MO, NC, ND, NE, NH, NJ, NY, OH, SC, TN, TX, VA, WI or WY	\$48/box	\$4
<u>FedEx 2-day</u> to above states plus: HI, AK	\$96/box	\$8
<u>Overnight</u> to any above state. Delivery to any address with liquor license.	\$144/box	\$12