

A fence thru it.

I was just reminded of our newsletter archives from 1997, where I had described the problems we had been having with deer coming in from the wild areas above the family vineyards and eating the grapevines my father so diligently cares for. (You can find my Hemingway inspired recap [here](#).) The solution was to install a deer fence which has done much to prevent (or at least discourage) their nocturnal meals and damage to the vines. This Summer, however, the deer have returned to the extent that they are comfortable even in my dad's garden at the house. Now, if you've ever talked with my Dad about his garden, you know that's getting pretty personal. Last weekend I had time to take a hike along some of the fence line that isn't easily accessible or visible. Sure enough, I found that a tree had fallen on a section of the fence, allowing the deer to make an easy hop into their own Garden of Eden for midnight snacks and breakfast. A few cuts with a chainsaw, a little straightening out of wires and re-fastening to the posts and my Dad and I had the perimeter again secure. Problem identified, problem solved.

And as I reflect now almost 20 years later, our family has grown, I became self-employed and the winery has grown beyond its modest beginning and is able to support our family. I feel very lucky to have ancestors who purchased agricultural land well over a century ago, to have a family whose successive generations commit to living and working with the land. It's not an easy path. But it is the one I have chosen and have tried to honor the efforts of those that have toiled before.

Open House

On **August 5, 6 and 7 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

2015 Scherrer Vineyard 'Old & Mature Vines' Zinfandel Futures

I will remember this as one of my favorite vintages to work with – ever. It had enough challenges to deal with the variation to require some out-of-the box thinking and tested my sense of what the fundamental components of balance are. The validation of this theory is very gratifying.

Due to the uneven weather at flowering, there were many berries that had bloomed later than the early portion. In the case of this vineyard, those later grapes were smaller seedless berries. Without bitter seeds to worry about, it allowed me to focus on what this higher-acidity-lower-tannin-beautifully-red-fruited component would contribute to the total wine. In the end, I was delighted at the completion of harvest and am equally delighted today as the blend is assembled.

With more fresh-fruited aromas than usual, this is an enticing mixture of red raspberries, cherries with an undertone of blueberry and Boysenberry. It is a relatively lower-tannin more medium bodied wine than the concentrated vintages such as 2014. This wine capitalizes more on acidity and grace than tannin and weight.

I think that during the first 5-8 years in bottle the 2015 will be a compelling, alluring, satisfying wine with fantastic versatility on the table. The more concentrated, latent vintages like 2014 will be somewhat longer-lived, satisfying different kinds of needs. Essentially we are comparing two kinds of good. I am delighted to have both kinds of vintage available.

As a consequence of the high proportion of smaller, seedless berries, the total amount of this wine will be fairly limited. Less than 600 cases to be produced. *Estimated release price: \$38 per bottle. Futures price: \$280 per case.*

2015 Scherrer Vineyard 'Shale Terrace' Zinfandel Futures

This vintage is showing lots of stone fruit and a smoky, earthy side and reminds me so much of the 2005 vintage. Judi is in love with this stuff at the dinner table – music to my ears. It is a truly unique expression of Zinfandel that dresses up like Pinot Noir and looks good that way. I am lucky she has a taste for unique things which is evidenced by our quarter century of marriage at this point. About 120 cases to be produced.

If you think you are interested, be sure and place your order well before the open house. If you've not ordered any Shale before and would like to, be sure and submit your "Wish List" order, we take them in the order received after the "First Crack" has passed for those that have purchased in the past. *Estimated release price: \$38 per bottle. Futures price: \$280 per case*

New Releases

2014 Scherrer Vineyard Chardonnay

Nice, fresh green apple nose with a slight lemon-lime nuance greets the nose on first approach. In the mouth it is just rich enough to carry these flavors seamlessly into the gracefully unfolding, surprisingly long finish. The persistence on the palate is remarkably long for a wine that is not overblown or heavy, still eliciting a healthy salivary response. I am extremely pleased with how this wine is presenting itself. 160 cases produced *\$38 per bottle, \$20 per half bottle, \$78 per magnum.*

2013 Kick Ranch Grenache

'Pretty' is not the most common lead descriptor one is likely to see for this variety. However, that is precisely my first thought when approaching this wine. I remember my first encounter with the Châteauneuf-du-Pape 1990 Château Rayas. I was surprised by the lighter color and delicacy it possessed compared with other wines from that area and vintage. It possessed amazing flavor intensity and continuity without being heavy or harsh.

I have often described my view on the vinification of Grenache to wine industry professionals as an experience kind of like going to a David Bowie concert: It is masculine in the beginning, but changes to feminine toward the end. That is Grenache to me. RIP David. Live on Grenache.

The 2012 Sonoma County Grenache we released last year was based on Kick Ranch Grenache. But I felt that the vintage and my harvest choices saw a more harmonious result in the finished wine with the inclusion of some non-vineyard Syrah, preventing any vineyard designation. By contrast, in 2013 it already had perfect harmony and balance without any assistance of Syrah. So, it is 100% Kick Grenache. I am really enraptured by its floral perfumes, spiciness and gentle presence. In the mouth it is a front-loaded WOW! The finish simply invites another sip. Call it warm-climate Pinot Noir if you wish. It will deliver. 168 cases produced *\$36 per bottle, \$72 per magnum*.

2012 Russian River Valley Syrah

Imagine blackberry and black olive flatbread with rosemary and black pepper. Yes, this is really satisfying, provocative and comfortable all at the same time.

This is a medium-bodied, restrained version of this variety from the cooler parts of Russian River Valley in Sonoma County. It is from places that receive just enough warmth to ripen fully in nearly every vintage. This is our reward for that risk. Antonio Galloni tasted it in February and wrote "a distinctly savory, nuanced wine for the Russian River, with considerable aromatic intrigue melded into the deep, dark fruit. Fred Scherrer gave the 2012 three years in oak. It worked. This is a striking wine. 93 Points."

Personally, I could see drinking this Syrah with just about anything you would serve our Old and Mature Zinfandel with. 145 cases produced *\$35 per bottle*.

2012 Big Brother Pinot Noir

Our seventh vintage from this site near Annapolis in the Northwestern corner of the Sonoma Coast AVA, I have become very comfortable with this area's idiosyncrasies. It goes from under-ripe to over-ripe in a heartbeat. This is unfortunate because it is a long drive to and from the site to determine its readiness for harvest. Happily, Kirk Lokka, the vineyard manager for this all these years and I understand each other and this site very well.

This wine's signature is a sesame/mincemeat sort of spiciness. This vintage exhibits its typical, richer-bodied self with more dark fruit than red fruit on the mouth. Nonetheless, it still has a mouth-watering, upward trajectory on the finish. Strangely and consistently, it has a very low pH for the amount of total acidity it has which allows it to have great freshness without tasting really sour. 320 cases produced. *\$55 per bottle, \$28 per half bottle, \$120 per magnum*

2013 Sonoma County Pinot Noir

Our ‘entry-level’ Pinot bottled simply by a political designation rather than an AVA, this has red cherry, roses and cranberry on the nose. The tiny hint of fresh loam anchors the non-fruit minority political party at the wineglass convention. The refreshing cranberry/cherry thing continues on the flavors by mouth, giving way to the mouth-watering finish elicited by the appropriate acidity and mild tannin lobbyists. This gets my nomination as one of the best Pinot Noir values out there. 412 cases produced. \$36 per bottle

Very Recent Releases

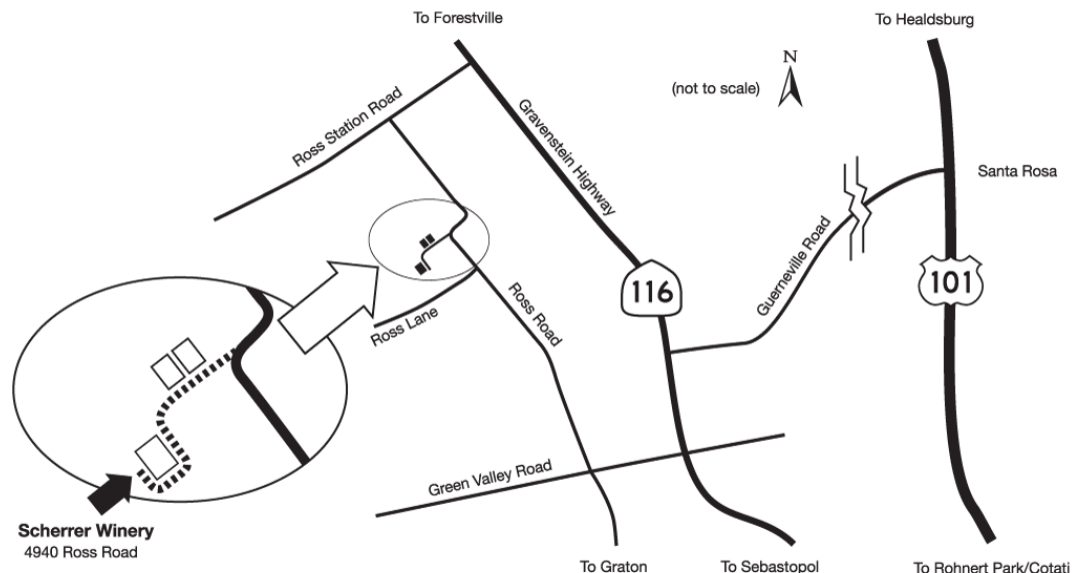
The 2012 Grenache (\$36) is showing really well these days. There is a bit of 2015 Dry Rosé (\$22) which topped the list of Rose’s in the most recent Wine Spectator. The 2012 King Family Pinot Noir (\$46) is also showing well and similarly recently highlighted in the Wine Spectator’s Insider edition. Both the 2011 and 2012 Russian River Valley Pinot Noirs are showing well with the more supple and textured 2011 (\$46) really impressing visitors when they taste the two side by side. I think the 2012 Scherrer Vineyard Cabernet Sauvignon (\$55) is showing the best of the current vintages available at this time.

Again, thanks for your continued support. It allows us the creative freedom to do what we love and to support old and new family legacies. As always, I am unable to fully 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. 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: 12 x 750 mL 24 x 375 mL 6 x 1.5 L	Per bottle (750 mL equivalent)
<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	\$120/box	\$10
<u>Overnight</u> to any above state. Delivery to any address with liquor license.	\$168/box	\$14

Shale Terrace "Wish List"

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
I am over 21. Date of Birth:	Shipping Notes

Futures Wine - Released April 2014	Price (cases only)	Quantity	Amount	Wish List
2015 'Old & Mature Vines' Zinfandel	\$280 / case			
2015 'Shale Terrace' Zinfandel	\$280 limit 1 case	Sold out	Sold out	Sold out
2015 Zin Futures Sampler (6-OMV, 6-Shale)	\$280 limit 1 case	Sold out	Sold out	Sold out
Futures Subtotal				
Sales Tax: Pick up 8.25% Shipping: AZ, CA, DC, FL, GA, ID, IL, IN, KS, LA, MD, ME, MI, NC, NH, NJ, NM, NV, NY, OH, SC, TN, TX, VA, WA, WI		%		
Choose: <input type="checkbox"/> Pick up at Open House or <input type="checkbox"/> Shipping method and cost:				
Deadlines: July 31 for Shale First Crack August 31 for all futures orders unless sold out		Futures Total		

New Releases	Price	Quantity	Amount
2014 Scherrer Vineyard Chardonnay	\$38 / bottle		
	\$20 / half bottle		
	\$78 / magnum		
2013 Sonoma County Pinot Noir	\$36 / bottle		
2012 'Big Brother' Sonoma Coast Pinot Noir	\$55 / bottle		
	\$28 / half bottle		
	\$120 / magnum		
2012 Russian River Valley Syrah	\$35 / bottle		
2013 Kick Ranch Grenache	\$36 / bottle		
Recent Releases	Price	Quantity	Amount
2015 Dry Rose' (Grenache & Syrah)	\$22 / bottle		
2011 Russian River Valley Pinot Noir	\$46 / bottle		
2009 Scherrer Vineyard Cabernet Sauvignon	\$55 / bottle		
Current Wines Subtotal			
Discount for orders that will total 12 or more bottles (futures build toward discount but are not additionally discounted)		-10%	< >
Current Wines Total			
Sales Tax: Pick up 8.25% Shipping: AZ, CA, DC, FL, GA, ID, IL, IN, KS, LA, MD, ME, MI, NC, NH, NJ, NM, NV, NY, OH, SC, TN, TX, VA, WA, WI		%	
Choose: <input type="checkbox"/> Pick up at Open House or <input type="checkbox"/> Shipping method and cost:			

Total

Payment: Visa / MasterCard American Express Check

Card #	Expires:	Security Code
I confirm I am at least 21 years of age.		Date of Birth:
Signature:		Date: