

Know Thyself

As we lumber along in life, sometimes we encounter opportunities to reflect upon what motivates us. There can be many types/layers of motivation and taking inventory of them can be useful in becoming more focused upon what comes naturally to us: Because, it is easier to do what comes naturally. Right?

Myself, I like puzzles. Spatial puzzles are the easiest. Rubik's cube, I didn't dig so much after staying up most of a night thinking I was so close to solving it (I wasn't). Some puzzles are easily solved and others are long-term projects that require years to see the consequences of choices made. This is why winemaking suits my personality: I like some things to move slowly so I can ponder them. By contrast, I do some other things to satisfy needs for the immediate and on-the-fly creative moment. Live music and jamming is a perfect example of that. An inappropriate note once in a while is a fleeting thing that has little consequence in either the larger scheme or the momentum of being in that moment. However, winemaking has lasting, long-term consequences to inappropriate notes - you just can't have them. They stay with the wine for its duration like typographical errors in a musical score that would eternally mar every symphony performance. Winemaking is a puzzle to solve over a long period of time.

Recently, Nature has given us a few interesting twists that have tested certain theories I have developed over some decades of observation of cause and effect. It is quite satisfying to see the choices at harvest: on-the-fly jamming vs. long-term cogitation (the rest of the year) attitude come to very positive outcomes. The 2015 and 2016 Zinfandel futures are the first and prime examples of this. We are now just bottling 2015 Pinot Noirs and my excitement is hard to contain, in all honesty.

Open House

On **August 4, 5 and 6 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 these new offerings.. 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

With all apologies to Wm. Shakespeare: *Fruity? Too fruity! That is the question, Horatio.* The 2016 vintage seemed like a repeat of 2015 in this site - I enjoyed 2015's idiosyncrasies so much and their result that seeing a similar situation the very next year was like a gift. As in 2015, the 2016 vintage in

certain areas required a winemaker to deal with the variation requiring some out-of-the box thinking and tested my sense of what the fundamental components of balance are. The further validation of this theory is very gratifying and galvanizing. Once, I thought I was wrong. But I was mistaken.

From last year: 'Due to the uneven weather at [2015] 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.' Once again, I am delighted with the result and the ease with which these components assembled themselves from the 2016 vintage.

Many of you may not know that the primary crop our family used to grow decades ago was a type of plum for drying called 'prunes.' As fresh fruit, the Imperial variety of prune has an intoxicating array of golden, ripe flesh with very high sugar content (good for drying), amazing fruit perfumes, thin skins that would liberate water naturally on wooden trays on the ground at ambient temperatures. This concentrated the fresh flavors and sugar without the caramelizing reactions (Maillard reactions) created commercially today by gas-heated furnaces that dehydrate them quickly and unfortunately also drive the fresh fruit far away from its natural state. That's how I see our Zinfandel wines as compared to the market norm. Simple expression of the fruit and site translated by a human is the goal.

2016 Scherrer Vineyard 'Old & Mature Vines' Zinfandel Futures

Aromas of this 2016 OMV echo the heritage of these fresh plums, perfumes, uncooked nuances and all. There is Sandalwood, which is something I used to associate with whole clusters added into the fermentation (we haven't done that since 1999). On the mouth, this wine has good grip and weight which will never be confused with a jammy, sweet style of Zinfandel. There is a presentation and savory back-note that reminds me much of the 2012 OMV.

I find that the protein/fat in food releases fruitiness from the wine, attenuates structure while they are young and transforms the naked wine like appropriate garments and lighting do to people. It's good to know thy wine and food as well as thyself.

Again, the consequence of less than 'optimal' bloom time weather yielded a smaller amount similar to last year. About 540 cases will be produced. *Estimated release price: \$40 per bottle. Futures price: \$296 per case.*

2016 Scherrer Vineyard 'Shale Terrace' Zinfandel Futures

Santa Rosa Plum, 'Old Spice' aftershave notes, rose hips and more stone fruit and earthiness on the end. On the mouth there is an emergence of 'petrichor' (the smell of rain on the [dry] earth), a good mid-palate echo of the aromas with good length and continuity. In short: It covers all the bases.

Shale Terrace is a very small portion of the Scherrer Vineyard. It has traditionally been offered on Futures and regularly sells out. We have long struggled to find a balance in how to allocate this wine and developed a unique allocation system for futures. Those that have purchased Shale Terrace in the past are given a "First Crack" opportunity and any orders received by July 30 will be processed first in the order they are received. Those that haven't purchased Shale Terrace yet and would like to can make "a wish" order. All "Wish List" orders are processed in the order they were received after the "First Crack" July 30 deadline as supplies allow.

In the past we had separate order process which tended to cause confusion. We have your purchase history on file and will make sure you are put on the correct list.

Importantly: Futures for Shale Terrace will be limited this year to allow a small portion to be available for retail on release. This is a change and means that there will be a little less available for

futures. We are working hard to find a balance for those of you that have loved Shale and those of you that have longed for the chance to have that same opportunity. We ask all of our past Shale fans to show restraint and leave a little Shale to share with those that are new. About 150 cases to be produced. *\$40 per bottle. Futures price: \$296 per case*

New Releases

2015 Scherrer Vineyard Chardonnay

Once again, green apple aromas with slight lemon-lime along with freshly sliced pear nuances greet the nose on first approach. In the mouth, it is slightly more minerally and angular than the lush 2014, yet flows seamlessly into the surprisingly long finish for its moderate weight. The persistence on the palate is remarkably long for a wine that is not overblown or heavy, eliciting a necessary salivary response. 144 cases produced *\$40 per bottle, \$22 per half bottle, \$84 per magnum.*

2013 Russian River Valley Syrah

Slightly more serious and reserved than its predecessor, this is a long-term proposition. Upon opening it is savory, slightly reticent with some cola/sassafras eeking out. Two days after opening it is lanolin and pretty, higher aromatic tones with a touch of red and blue fruits. This portends great things for the longer term. Very Northern Rhone-like, it really needs some more development time in bottle to reach its potential. Or one can open a bottle two days ahead of their plans to consume. Serious Syrah collectors, please take note. Significantly generous rainfall (flooding) in January made Antonio Galloni turn back from our scheduled visit to taste this and other wines for review. Perhaps Bacchus knew this wine was a long-term proposition already and commanded the Heavens to prevent premature exposure...or maybe it was really just time for a lot of winter rain.

It will be a couple years before this is released to the trade. If you want to study it ahead of that while it is available for that, this is a good time to make that bid. 68 cases produced *\$38 per bottle.*

2013 Big Brother Pinot Noir

Our eighth vintage from this site near Annapolis in the Northwestern corner of the Sonoma Coast AVA, as I said last year, I have become very comfortable with this area's idiosyncrasies. It goes from under-ripe to over-ripe in a heartbeat. One must be ready to act when ripeness is close at hand. I am grateful to work with vineyard manager Kirk Lokka at this site for so many years. He understands what I'm looking for and also understands his site perfectly, making him a perfect partner in this wine. It's good to know thy partners in business. Thine understanding of this is more useful than knowing when to use thy or thine in a sentence. Hear ye.

As before, this wines' signature is a sesame/mincemeat sort of spiciness. 2013 tends more toward an earthy/loamy side and some sassafras and even cassis! With air, it shows boysenberry fruits emerging from the savory nest. In the mouth, there is an interesting Iron-like/Santa Rosa plum nexus that flows into a cassis vibe before it settles into a general echo of the above with good mid-palate density and a gently pervasive upward trajectory of acidity that carries it on thru a very long finish. 152 cases produced. *\$56 per bottle*

2013 Gunsalus Vineyard Pinot Noir

We have known Glenn and Pam Gunsalus for decades and worked with their Pinot Noir for a bit over one decade. Located in a little pocket of the Green Valley area, this 10 acre vineyard is right across a creek from the (somewhat famous) Keefer Vineyard, yet it enjoys a rather different expression of the area. They have good air drainage and significant afternoon warmth late in the season making it a very unique spot in an area which is normally reported as a cold place all the time. Nothing is that simple, unfortunately.

For a good handful of years I have kept a barrel of wine from this vineyard just for Glenn and Pam, bottling it for their personal use and to reflect upon their hard work and thoughtful choices they regularly make. I have seen how these wines have developed, how beautiful their site is and how their work unfolds in the bottle. Normally an important part of our blended wines, I have been compelled to bottle a small portion of this for ourselves to also celebrate the Gunsalus' heartfelt, stalwart efforts in their vineyard. This really is a testament to their work on this site and I am proud to share it.

Maraschino cherry and dried red cherry on the nose, there are also nuances of the Kefferesque tomato skin savory note which surfaces on other wines in the locale that are not in the hyper-ripe style. I suspect that in blind tasting comparison, this site may eclipse their more famous neighbor.

Per our style, the fruit vs non-fruit elements are balanced well: red fruits and plum, rose petal are on one side...rose hips in the middle...fresh loam, ripe tomato skin on the other. From past bottlings we have done just for Glenn and Pam, we expect these elements to converge to center over the next few years. 42 cases produced. *\$44 per bottle*

2014 Sonoma County Pinot Noir

Tons of orange peel, dried flowers and a slight vanillin lift greet the newly opened bottle. Still a bit firm in the mouth at this point, it has a nice balance between pert/perky and texture for this stage. Since 2013 we have begun leaving the Pinot Noirs on the lees their entire time in barrel the wines seem more latent and the flavors seem to hang longer into the finish. Overall, this is exactly what I expect of this bottling: delicious, mouth-watering Pinot Noir from Sonoma County. 564 cases produced. *\$36 per bottle*

2012 Sonoma County Cabernet Sauvignon

This wine is a happy experiment of leaving some Scherrer Vineyard Cabernet Sauvignon that did not fit into either of our usual bottlings in barrel for an extended period of time - nearly 4 years in wood with the remainder in stainless steel barrel. Aromas and flavors of cassis, slight herbal, soy, plums, leather all play leap frog in the glass. On the finish, the important mouth-watering acidity cleanses and rejuvenates like our much-appreciated winter rainfall. 24 cases produced. *\$30 per bottle*

Very Recent Releases

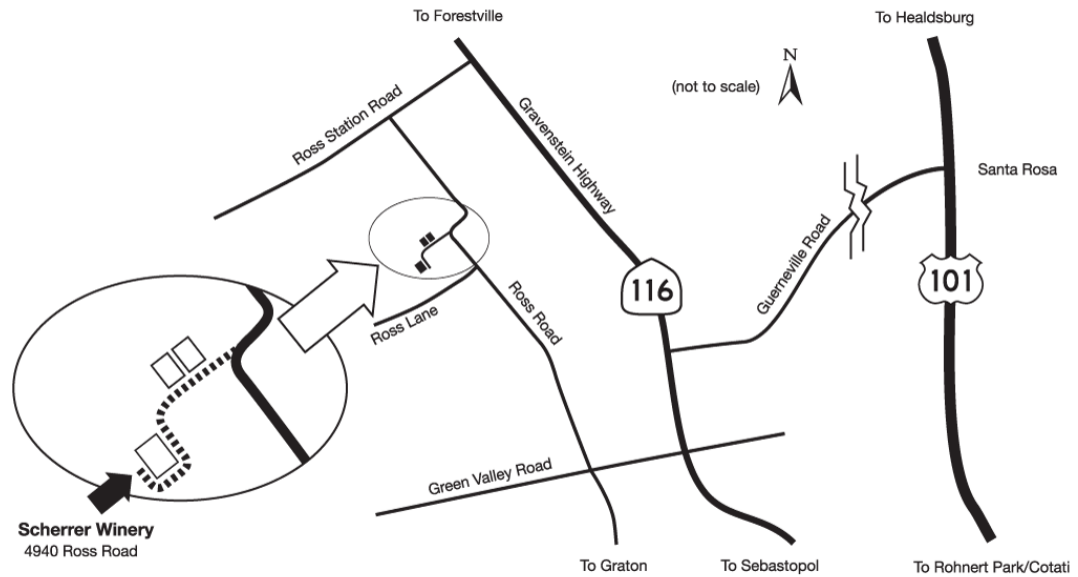
The 2013 Kick Ranch Grenache has been stealing hearts these days. The 2012 Russian River Valley Pinot Noir is really coming into its own and the last bits of 2011 are absolutely stunning right now. The Scherrer Vineyard Cabernet Sauvignons we have available right now are all demonstrating their strengths of each vintage. The 2009 is still my favorite at the moment for its balance between youth and growth while the 2008 is gaining a lead on 2009 due to its going into the really happy place of 'comfort.' The 2013 is probably the sleeper as far as potential matched with up front deliciousness. The 2013 OMV Zin is at a perfect inflection between resolved baby-ness just ahead of wisdom gaining time in bottle.

Again, thanks for your continued support. It allows us the creative freedom to do what we love and to support old and create potential 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. 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	
Golden State Overnight to CA (recommended)	\$21/box	\$1.75
Golden State 2- Day to AZ, ID, NV, OR, WA and parts of NM	\$24/box	\$2
<u>Ground</u> to CA, AZ	\$30/box	\$2.5
<u>Ground</u> to CO, ID, OR, MT, NM, NV, WA or WY	\$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 or WI	\$48/box	\$4
<u>FedEx 2-day</u> to above states plus: HI, AK	\$120/box	\$10
<u>Overnight</u> to any above state.	\$168/box	\$14

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 2018	Price (cases only)	Quantity	Amount
2016 'Old & Mature Vines' Zinfandel	\$296 / case	Offer Expired	Offer Expired
2016 'Shale Terrace' Zinfandel	\$296 limit 1 case	Sold out	Sold out
2016 Zin Futures Sampler (6-OMV, 6-Shale)	\$296 limit 1 case	Sold out	Sold out
Futures Subtotal			
Sales Tax: Pick up 8.125% 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 30 for Shale First Crack
August 31 for all futures orders unless sold out

Futures Total

New Releases	Price	Quantity	Amount
2015 Scherrer Vineyard Chardonnay	\$40 / bottle		
	\$22 / half bottle		
	\$84 / magnum		
2013 Russian River Valley Syrah	\$38 / bottle		
2013 'Big Brother' Sonoma Coast Pinot Noir	\$56 / bottle		
2013 Gunsalus Vineyard Pinot Noir	\$44 / bottle		
2014 Sonoma County Pinot Noir	\$36 / bottle		
2012 Sonoma County Cabernet Sauvignon	\$30 / bottle	Sold out	Sold out

Recent Releases	Price	Quantity	Amount
2013 Kick Ranch Grenache	\$36 / bottle		
2012 Russian River Valley Pinot Noir	\$48 / bottle		
2009 Scherrer Vineyard Cabernet Sauvignon	\$67 / 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 8.125% 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: Pick up at Open House or 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: