

## What really matters

The devastating wild fires in the north coast these past two weeks has affected everyone in the area more than any event I have seen. In the early aftermath, we find some things to be grateful for, personally. First off, our family is safe. The long-time family house where my parents and sister live is still standing as it has since 1853. The family vineyards are also fine. The winery is safe and the last grapes we work with were harvested 4 days before the fires started. We are heartsick for the lives lost and the many that lost their homes, businesses and jobs.

So many friends and colleagues have lost so much it is a difficult reality to have soak in. While my parents had to evacuate (it took some ‘persuasion’ to get my Dad to leave), they were lucky and had the luxury of a little time to prepare. After moving equipment and important tools out of barns and deep into the cultivated vines where they were safer and taking a few of the most treasured family keepsakes, we found other treasures more precious than what are considered ‘conventional valuables’ in the process: a couple gold coins given at ancestors’ weddings, great-grandfathers’ saw hanging in the garage, etc. What these treasures had in common were connection to those that came before, tying them to those of us here and now. I think the love of family and friends is the greatest treasure regardless of any physical object. That love is something carried all the time and needs no pockets or boxes to contain it.

In the earliest days of the fire, the Kick Ranch on the east side of Santa Rosa where we work with Grenache, had some fire damage to the wooded areas around the vineyard and some singeing of grass down the vine rows in some parts. I visited the property with the owners the day after the fire blew through. The devastation was awe-inspiring, yet I found it very reassuring that vines growing inside closely mowed or clean cultivated sites are pretty much a firebreak by design. The wooded areas beyond will be a mixed bag due to the differing intensity of fire dependent upon the amount of underbrush around mature trees. In all, the area will rebound according to the damage done and the resilience of the living things involved. I am very hopeful for the natural landscape (it’s a natural process for healthy forests after all). The longer-term losses, especially to the many that lost their homes, is something that will take much longer to recover from.

Some of the issues that lead to the fire-breathing weather was the sudden change to wind conditions we often see in the fall: instead of cool winds coming in from the Ocean to the west, winds reverse-flow coming inland from the dry, hot east (referred to as Santa Ana winds in Southern California). In this case the winds were particularly high. Well before fires occurred, we saw similar hot conditions (without the high winds) in early September which caused widespread “hurry-up” to harvest grapes. Too much of that hot dry air causes dehydration and ultimately raisining/carmelization when exposed tissue dries and temperatures get too high, changing flavors from fresh fruit to cooked fruit.

Those of us who were able to harvest ahead of this found ourselves with fruit that hung on the vine a week or so less than usual. This accentuates the non-fruit elements as well as the ‘angles’ side of what I call the ‘angles/round’ balance axis. We found higher acidities and quite firm tannins in many of the Pinot Noir lots we had to harvest early. Honestly, I wasn’t worried as I prefer this situation to flabbier, darker fruited material. Through careful extraction and pressing, this vintage played right into our hands for the most part. I’m pretty darn happy with how this has played out given the alternative.

By contrast, the later ripening Pinot Noir sites and later red varieties I work with are stunning by any vintage’s standards. Amazingly, all the Chardonnays are also stunning by the same metrics. I think the white grapes skins get less hot than red ones and since we do not extract significant material from skins, any toughening/changing of those tissues is insignificant for the resulting wine.

In this offering, we have wines from 2013 - 2016 that showcase the special characters of each vintage for the wine type that is now just becoming available now. From more precocious Rosé and Chardonnay, to slightly more latent Pinot Noirs from 2013 and 2014, we have a nice array of things to become acquainted with this season.

## Library time

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**Thinning out the library:** Every year at this time, I get to take a look at old friends and see 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.

In order to give everyone on our mailing list a fair chance, **library wines will be available on the web site at 9 AM PST Saturday November 4.** <https://scherrerwinery.com/category/library-wines/>

Some items may only consist of a bottle or two and will be sold on a first-come, first-served basis. If you haven’t ordered from the Website before, you will need to register as a ‘new’ customer even if you are already on the mailing list. We suggest making sure you are registered before the list goes live.

## Fall Shipping

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The warm weather continues in California and we are still waiting to start our fall shipping. As many of you know, all wine shipping depends on the weather and not the calendar. Since we ship everything directly from the winery we watch the weather closely along the transit route and 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.

## Open House

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**November Open House:** Friday the 10<sup>th</sup>, Saturday the 11<sup>th</sup>, and Sunday the 12<sup>th</sup> 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. **The new releases and library wines will be available for pick up at the November open house.**

## New Releases

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### **2015 Helfer Vineyard Chardonnay**

As most of you know, this is the richer of our two Chardonnay bottlings. Mouth-watering acidity on the finish tells you it's one of our wines, though. This vintage is showing some nice spiciness which should be a welcome partner to holiday foods. While it has some nice pear and starfruit notes, this really showcases the complexity that barrel fermentation offers this variety. 142 cases produced. *\$50 per bottle, \$104 per magnum.*

### **2014 Russian River Valley Pinot Noir.**

I am delighted at how this vintage is shaping up. A drought product, there was unusual concentration of grape material. Fortunately, we are able to balance the concentrated structural elements with a sense of 'roundness' enhanced by an extended time on yeast lees. These lees give up mannoproteins and 'roundness' factors over time and brings a new level of texture and continuity to our wines.

Our typical nose of rose petal, orange peel, cranberry, red cherry and sweet loam is there. Flavors cascade, trading prominence and roll into a hint of black cherry cola and sandalwood on its very persistent finish. It is both fruity and savory at the same time (fruit and non-fruit in balance). I wish we had a better way to communicate this wine's significance to our efforts. I consider this wine as our estate Pinot Noir, even though we have no estate Pinot Noir vineyards; this represents our main focus with this variety. If I were a smarter marketer, I would give it a fancy name. 1190 cases produced. *\$50 per bottle, \$29 per half bottle, \$104 per magnum.*

### **2013 Hallberg Vineyard Pinot Noir, Green Valley.**

Whenever I open a bottle of this vineyard's wine, I have to remark to myself what a classy wine it makes. Everything is in perfect proportion, self-contained, perfectly harmonized and complete. It is a joy to work with this material from a very special block year after year. Others bottle a Hallberg Pinot Noir, though they are from different blocks/clones that are very different than this special site. Location matters.

Savory and red-fruited at the same time, I really like the presentation of this wine. It makes me want to get some food. The bright acidity really gets the salivary response going. Day two on a bottle is better than day one and just as good on day three. This only bodes good things for the future.

This is a bit more generous in texture and softer than the 2012 Hallberg Pinot Noir vintage. Yet it is totally self-contained, classy with a very, very long sustain on its gently persistent finish. 48 cases produced. *\$75 per bottle.*

### **2016 Dry Rosé of Syrah.**

Santa Rosa plum, sour red cherry slips out of the glass of this recently bottled wine. Bone-dry, it has a clean, mouth-watering finish that is essential to successful use with food. I select out the most complete separate lots of Syrah Rosé for this wine when preparing the varietally blended Rosé in the spring. This will go fantastic with roast turkey and all the stuff that goes with it. 58 cases produced. *\$22 per bottle.*

### **2013 Sonoma Coast Pinot Noir.**

This is a new bottling for us and not to be confused with the Sonoma County bottling. The last time we bottled a 'Sonoma Coast' Pinot Noir was 2002. Elegant, soft and pliable with subtle saffras, raspberry and rose hip flavors, it really marries the fruit and non-fruit elements into a fairly seamless unit. There is a fresh grain note that counterpoints the fruitier aspects of this variety.

This is more of a wine to enjoy in the nearer term while allowing the Russian River or vineyard designate bottlings walk into their zones. We will be consuming this over the winter, for sure. 240 cases produced. *\$36 per bottle*

## Very Recent Releases

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The 2013 Sonoma County Pinot Noir (\$36) is in a great place. 2013 Old & Mature Vines Zinfandel (\$36) has been enjoying a stunning year in 2017. While really young, the 2013 Scherrer Vineyard Cabernet Sauvignon (\$60) has been showing great over the past year as well. Although we have just released the newest Helder Vineyard Chardonnay, the 2013 from library and 2014 vintages really show what this site is about with a reasonable bit of time in the bottle.

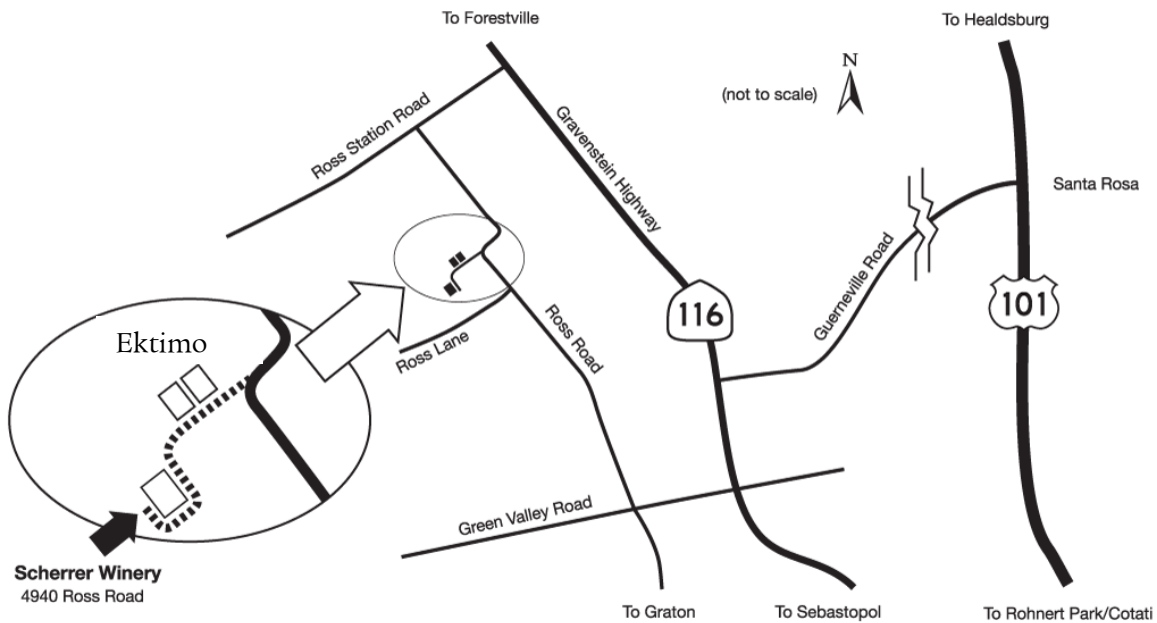


## Directions

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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.



**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	

New Releases	Price	Quantity	Amount
2016 Dry Rosé of Syrah	\$22 / bottle		
2015 Helfer Vineyard Chardonnay	\$50 / bottle		
	\$104 / magnum		
2014 Russian River Valley Pinot Noir	\$50 / bottle		
	\$29 / half bottle		
	\$104 / magnum		
2013 Hallberg Vineyard Pinot Noir	\$75 / bottle		
2013 Sonoma Coast Pinot Noir	\$36 / bottle		
Some Current Wines	Price	Quantity	Amount
2014 Scherrer Vineyard Chardonnay	\$40 / bottle		
2013 Old & Mature Vine Zinfandel	\$36 / bottle		
2013 Sonoma County Pinot Noir	\$36 / bottle		
2013 'Big Brother' Pinot Noir	\$56 / bottle		
2012 Platt Vineyard Pinot Noir	\$68 / bottle		
2012 Russian River Syrah	\$35 / bottle		
2013 Kick Ranch Grenache	\$36 / bottle		
2013 Scherrer Vineyard Cabernet Sauvignon	\$60 / bottle		
	<b>Subtotal</b>		
Discount on wine for total orders of 12 or more bottles		-10%	
	<b>Subtotal</b>		
Sales Tax: <u>Pick up</u> 8.25% <u>Shipping:</u> AZ, CA, DC, FL, GA, ID, IL, IN, KS, LA, MD, ME, MI, NC, NH, NJ, NM, NV, NY, OH, PA, SC, TN, TX, VA, WA, WI, WY			%
Choose <input type="checkbox"/> Pick up at Open House or <input type="checkbox"/> Shipping method and cost:			
<b>Total</b>			

Payment:  Visa / MasterCard  American Express  Check

<b>Card #</b>	<b>Expires:</b>	Security Code Visa/MC: 3 on back Am Ex: 4 on front
<b>Signature:</b>		<b>Date:</b>

## Shipping Information

An adult Signature is required upon delivery. We will be happy to ship your order to any of the following states when weather is wine friendly.	Case 12 x 750's 6 x mags	Per Bottle (750 mL equivalent)
<b>Pick up</b> is available during Winery Open House events or by appointment	NC	
<b>Golden State Overnight</b> (recommended) to CA	\$21/box	\$1.75
<b>Golden State 2-day</b> to AZ, ID, NV, OR, WA and parts of NM	\$24/box	\$2
<b>Ground</b> to CA, AZ	\$30/box	\$2.50
<b>Ground</b> to CO, ID, OR, MT, NM, NV, WA or WY	\$36/box	\$3
<b>Ground</b> 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
<b>FedEx 2-day</b> to above states plus: HI, AK	\$120/box	\$10
<b>Overnight</b> to any above state. Delivery to any address with liquor license.	\$168/box	\$14

966 Tiller Lane  
Sebastopol, CA 95472

SCHERRER

