

Never Give Up

Where to start? This has been a challenging year, even before the double whammy of extensive power outages and the Kincadee fire (just fully contained as this is being written). With the wholesale wine market jammed with new labels and minions of salespeople all clamoring for attention, I find I am unable to keep our wines focused on in most of these markets. Yet what has always been solid for our winery over these many years is the support we have received from those of you on our mailing list. We thank you for never giving up on us. It is why we were able to start this winery in the first place and why we are still here.

Planned power outages: We were pretty lucky early in October during the first Planned Power outage. Our winery location was spared the shut down when harvest and wine making was still running hard in early October. The last shutdown though was potentially more problematic as our location was included. The good news was that the we were in the later part of harvest where all fruit was in, the temps had cooled and the refrigeration need for fermentation was essentially nil as usual. Knowing a day or so in advance we were going to lose power for at least 4-6 days, I proactively chilled the cellar down more than usual this time of year before the power was cut at the winery on 10/26. My parents had given me their old 5KW pull-start generator which had been replaced by a newer, stronger electric start unit. I was able to put the old generator to good use at the winery as well as at home so we could keep doing business and making wine. The winery neighbor is an electrician and was able to calculate the size and type and then locally locate a variable frequency drive that would match the 5KW generator to deliver 3 phase power to the larger winery equipment. Game changer! This allows me to empty the presses and continue normal winemaking activity as needed when power is cut. This setup can also drive the destemmer so in the future we will be able to bring in red grapes without a hitch regardless of PG&E service. We are also looking into a whole-winery generation system for the long term so we will not need to juggle circuits. But this little short-term solution was quite adequate for the needs at the time. Never give up.

The fire: Miraculously, up at the Scherrer Vineyard the house, barns, out buildings and vineyards were untouched. The fire had burned down the wooded hillside right to the significant defensible space my dad had stalwartly maintained. A fire had burned thru in a similar fashion in the 1930's when he was a child and it obviously made a lifelong impression. For all these years his vigilance and adherence to this standard kept the property intact. My sister, Louise has been responsible for mowing most of this large area the past years. They never gave up on this. It was a huge factor in the fire sparing the farm as fire fighters weren't on site at those critical moments when the fire burned uncomfortably close to the structures most of which have been standing well over a century.

Evacuations: We evacuated my parents twice that week in the wee hours of the morning from their home on the vineyard in Alexander Valley to our home south of Sebastopol. We had done this two years prior, so it did not take as long to pack and leave this time. A couple days later when we all had to evacuate our Sebastopol home as a further precaution from the worst-

case scenario of the fire jumping Highway 101, we dispersed to different safe locations, hopefully for a few more days. At that time, I returned to the evacuation zone at the winery to open up at night when smoke was headed the other direction to keep the cellar cool, defend the winery against any two-legged predators and to put out any spot fires that might flare up by long-flying embers pushed by the fierce, changing high winds. Fortunately, none of these threats were realized, although it was difficult to remain on the roof while blowing pine needles out of the winery roof gutters for the third time.

Those early days of the fire with late night evacuations and worry were sleepless for all our family. It made the last couple of months of my harvest mode 100-hour workweeks look like a vacation on a cruise ship in the tropics. That little 22-year-old generator, secured in the back of my pickup along with several 5-gallon containers of gasoline, hardly got any rest either as we commuted between our home and winery keeping cold food cold, water running, and the blessed coffee machine brewing here and there. The little generator never gave up. Neither did we.

Open House

On **November 22, 23 and 24 from 10 am to 5 pm** we are pleased to have our Fall open house with new offerings, Pinot Noir futures barrel tasting and select gems from the wine Library available for tasting and purchase. The winery address is 4940 Ross Road, Sebastopol, 95472. If you get lost, the telephone number at the building is 707-824-1933.

Library Releases

Be on the lookout for the library releases which will go live on *our website* on **Saturday November 16 at 9 am Pacific**. You'll receive an e-mail that morning as a reminder. The Library Releases have their own tab on each of the varietal pages. Despite the small amount of space devoted to it here, it is a significant focus of ours. Many items will be limited quantities and likely sell out quickly.

Futures

2018 Russian River Valley Pinot Noir Futures

A key financing vehicle getting this winery off the ground in 1991 was a futures offering on the Zinfandel from my family's vineyard. For many years we have had requests for a futures offering on our other major production wine, the Russian River Valley Pinot Noir. I resisted this initially because the Russian River Pinot is a blend of different vineyards and it wasn't always clear that this would be consistent enough to provide continuity between vintages. Well it's been almost 20 years now and we have evolved into a very stable set of components which fit together perfectly. So, just as Zinfandel futures from the family vineyard are a sure bet, I am confident that our Russian River Pinot is as well. Granted my attitude took a while to evolve. Judi was quicker and made a very good case to me to 'get with it.'

So here it is.... red fruits and good acidity are the theme here and are essentially the vintage signature. Raspberry floral Pinot Noir varietal character, with a slightly herbal counterpoint.

With good, firm acidity and supporting tannin, this is set up for both short term and long-term success. As I had said with our 2018 Zinfandel futures offering last August, this vintage sits deeply inside our stylistic pocket. I am quite excited about this vintage.

Again, we appreciate your support all these years and are delighted to offer this very special vintage to you as our first RRV Pinot Noir futures offering. This wine will be available November 2020 for futures pickup while it is very young, a full year earlier than we would generally release it. You may drink or hold as you see fit as our wines have tremendous aging potential yet offer great pleasure for a wide range of years.

About 1100 cases will be produced. Estimated release price: \$50 per bottle. Futures price: \$360 per case (\$30/bottle). Full cases only. Futures Release date November 2020, Estimated Retail Release date November 2021

New Releases

2018 Dry Rose' of Syrah

At blending time there was one barrel of Syrah Rosé too many for the typical Syrah/Grenache rosé to be absolutely perfect. So, I selected the very best stand-alone barrel, aged it thru the summer and bottled it without fining or filtration just before harvest.

Red, Sour Cherry, plum skin, slightly savory it is a slightly richer permutation of the serious rosé of Grenache and Syrah that we offer in the spring. Perfect for holiday meals and the foods we crave this time of year. Only 22 cases produced *\$22 per bottle*.

2017 Scherrer Vineyard Chardonnay

Fresh green apple, baked Gravenstein apple, wet stones, baking spices greet the nose and echo on the palate. A haunting floral note on the front end like apple or plum blossoms and plays hide and seek with the fresh apple notes. There is a good balance of angles (acidity and tannin) and rounds (glycerol), great length and good salivary response on the finish which makes this so versatile with food. These Chardonnays age really well and evolve rather than just get 'wrinkles.' I wish we had more bottles of past vintages in the library to show and sell. But word has gotten out that they evolve into something special so library wines have been fairly well cleaned out though there is still enough held back to continue to offer some on the 16th.

In a time when far extremes of style seem to polarize the discussion of what is valid, ours is a refreshing alternative, somewhere in the happy middle ground. Yields per acre are extremely low, about 1 ton per acre, and this site overachieves regularly. 115 cases produced \$40 per bottle. \$22 per half bottle and \$84 per magnum

2016 Russian River Valley Pinot Noir

This is our main Pinot bottling and focus as far as the hierarchy of bottlings is concerned. It regularly outperforms more highly priced vineyard-designate bottlings in truly blind wine tastings such as those done by The California Grapevine. So, for those not able or willing to wait for the 2018 Russian River Valley Pinot Noir futures to be available a year from now, this will scratch that itch nicely in the meantime as well as many years into the future.

I am absolutely in love with the perfumes of this wine that range from roses to what I recall in a young 1989 LeRoy Latricières-Chambertin (a real benchmark wine tasting experience I had in the early 1990's). It has good structure yet drinks nicely at this early stage.

Besides the high-toned perfumes, fresh plum, Royal Ann cherry, sandalwood, freshly tilled loam greets the nose. There's also the orange peel signature of Goldridge soils along this corridor along Highway 116 between Forestville and Sebastopol as well. On the mouth it is lively, mouth-watering and invites another sip, especially when served at dinner. It is absolutely perfect with Salmon. 700 cases produced \$50 per bottle, \$27 per half bottle, \$104 per magnum

2015 'High Slopes' Russian River Valley Pinot Noir

Every so often I encounter a site or area where the meager soil and/or exposure gives exceptional concentration and character amplified beyond the surroundings. I bottled a Fort Ross Vineyard 'High Slopes' in the early 2000's for these reasons. Over a decade later, a similar situation arose and with a few vintages experience in hand now, and I decided to honor it once again with this designation.

Our first vintage from this area that is Southernmost edge of Russian River Valley AVA, it has significant coastal influence that shows in the structure when you peer inside the substantial generosity it possesses. If the Hallberg bottling is Audrey Hepburn, this wine is Ann Margaret. It walks the tightrope between 'voluptuous' and 'restrained' perfectly.

Tiny, seedless berries mixed into the same cluster as a few seeded berries that are about 10 days less ripe. Using my own Zinfandel-making sensibility here, I look at seizing the moment for harvest when the riper, seedless berries are still short of overripe and the lagging seeded berries are just ripe enough to bring the best qualities of that portion. Finding the sweet spot is not so difficult when you are paying attention and the weather even halfway cooperates.

Ripe black raspberry, iodine, slightly underripe tart wild blackberry and nuances of patchouli (especially on the finish). It is compelling and complex. I released a tiny portion of this to a wholesale market a little while ago to rave reviews. This year, Antonio Galloni wrote: '...one of the bigger, riper wines in Fred Scherrer's range. Black cherry, plum, chocolate, spice and leather all add to the wine's deep, ample feel. This is an especially succulent, racy Pinot Noir built on a real sense of density, but there is a good bit of complexity as well. Plum, lavender and spice add the final shades of nuance. 93 points' Only 36 cases produced *\$75 per bottle*.

2016 King Family Vineyard Pinot Noir

This is the only Pinot Noir vineyard I work with that is not on Goldridge soils. Huichica soils located in what is called the Santa Rosa Plain of Russian River Valley AVA give wines that are anything but 'plain.' I think the old-school viticulture (Pommard clone, rootstock, spacing) is perfectly suited to this area where slightly later ripening are appropriate.

Savory, perfumed and earthy all at the same time, this is a fine example of good choices made in the vineyard years ago when it was planted. It is a perfect study in site personality and a lovely counterpoint to our other bottlings. Maraschino cherry, Panforte, baking spices, Gevrey-like earthiness are echoed on the palate which has refreshingly crisp acidity on the finish. 46 cases produced *\$48 per bottle*.

2014 Calypso Vineyard Syrah

Renaissance man is the first and probably best description of Otis Holt, mastermind of this vineyard. It began as a Bordeaux blend site, with Gary Farrell Winery bottling a wonderful wine from the grapes that Otis did not use for his own, delicious home wine. In the mid 2000's due to market shifts and winery ownership changes we met and decided together to pursue Syrah as a vehicle to express this unusual and gifted site.

How can a wine made so simply be so complex? When the grapes are a complex array of clones, rootstocks and trellis systems (dozens of separate blocks on a three-acre site) and have intrinsic multi-layered character it follows that the wine will be so as well. Equally successful with salmon, 5-spice moussaka, grilled antelope, flour tortillas, this style allows the grape perfumes to resonate without being buried in tannin or new barrels. I remember doing a winemaker dinner in Georgia with the 2008 vintage from this site. The chef paired it with miso-infused butterfish. It was like a white wine pairing where the tannin disappeared, and the perfumes and acidity were what were in the forefront. That validates the depth of what this vineyard has to offer. Not all sites produce Syrah that has such equal facility with such a wide range of foods.

Seamless, layered, beguiling in ways like a dance of the 7 veils, it reveals more facets and layers as it drinks in air after being poured into the glass. But don't lose your head. By day 3 it shows a lot like a 1980's Verset Cornas at a similar youthful age. Meaty, earthy savory elements are perfectly grafted to the lanolin, violet, black pepper it shows more directly upon initial opening. 73 cases produced *\$45 per bottle*.

2016 'The Hill' Zinfandel

This is the second vintage I have kept part of the vineyard separate and bottled on its own. It took me 20 years of making wine from it to understand how to approach this little section of vineyard that over the past 40+years I have helped plant, shot rabbits in as a kid (which we ate), run tractor through (when my dad lets me).

Frank Teldeschi brought budwood from one of his vineyards in Dry Creek Valley for this little section that we had planted rootstock on. All but two vines 'took' and Frank came back and rebudded them the next Spring. He would not give up. We were not fussy or aware of 'clones' of grape varieties back then and it all seemed sensible. I suspect that the clonal variation we have over the entire property interplays with the soil differences, giving us a wide palette from which to draw (and challenges in understanding the combinations that can take some of us decades to get a tiny handle on).

Plums, red raspberry, flowers, cherries and slight, cool herbal background notes. The mouth is both suave and energetic at the same time with a great expansion of flavor as it rolls across the palate. Interestingly, this site presents quite firm tannins prior to pressing and for several months afterward. Then it relaxes to this state and holds there. No wonder it took me so long to find a way to work with this parcel's gifts. It's a good thing I did not give up on it.

Antonio Galloni also tasted this wine last Winter. 'Dark cherry, plum, chocolate, leather, spice and menthol meld in the 2016 Zinfandel Scherrer Vineyard The Hill. Pliant and generous in the glass, with terrific fruit density and textural resonance, the 2016 hits all the right notes. Silky, plush tannins add to the wine's racy feel. The Hill is one of the highlights in this tasting. 93 points.' 98 cases produced *\$40 per bottle*.

Very Recent Releases

2014 Huntsman (\$34) is in a perfect spot right now. The structure has yielded just enough to allow a full display of its Grenache and Syrah duet. During the fire evacuation(s) I made up a mixed case of that Huntsman and the 2015 Hallberg Pinot Noir (\$75) to take home and share with our neighbors at a generator-fueled dinner 'party' at our home. It came in handy for

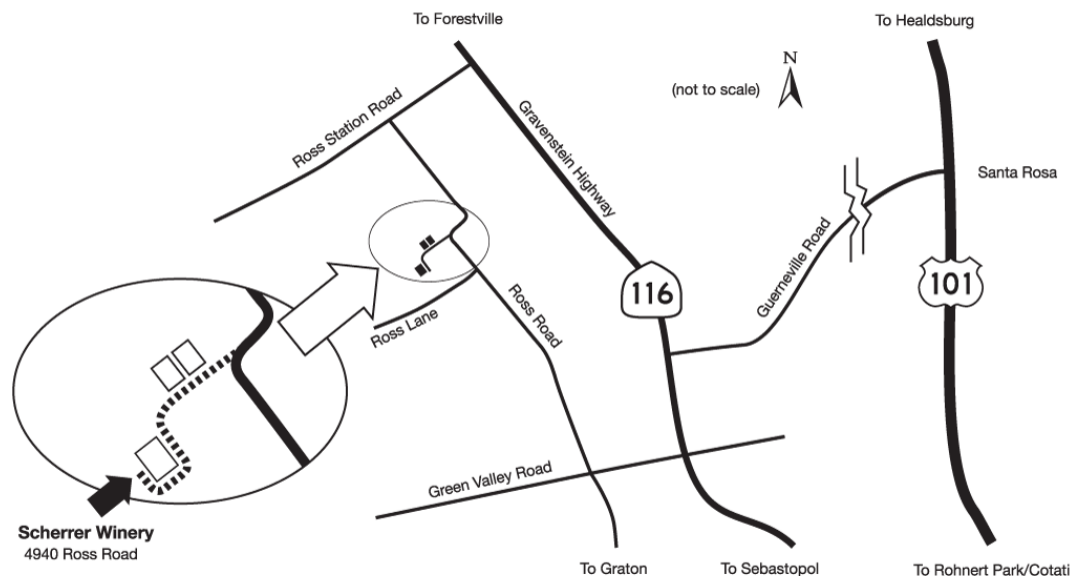
many a night's meal with my parents while listening to the Generac Generator "suite in B Major" [well, a quarter tone flat to be precise]. The 2015 Helfer Chardonnay (\$50) is firmly situated in its sweet spot and shows no hint of leaving it anytime soon. We still have some of the recently released 2015 Scherrer Vineyard Cabernet Sauvignon (\$66) which is drinking well for such a classically constructed wine with aging central to its purpose.

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, but still try anyway.



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.



WARNING: Drinking distilled spirits, beer, coolers, wine and other alcoholic beverages may increase cancer risk, and, during pregnancy, can cause birth defects. For more information go to www.P65Warnings.ca.gov/alcohol.

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)
Pick up is available during Winery Open House events or by appointment	NC	
Golden State Overnight (recommended) to CA	\$21/box	\$1.75
Golden State 2-Day to AZ, ID, NV, OR, WA and parts of NM	\$24/box	\$2
Ground to CA, AZ	\$30/box	\$2.5
Ground to CO, ID, OR, MT, NM, NV, WA or WY	\$36/box	\$3
Ground to AL, DC, FL, GA, IA, IL, IN, KS, LA, MA, MD, ME, MI, MN, MO, NC, NE, NH, NJ, NY, OH, PA, SC, TN, TX, VA or WI	\$48/box	\$4
2-day Air to above states plus: HI & Alaska higher	\$120/box	\$10
Overnight to any above state. Delivery to any state address with liquor license. HI or Alaska higher	\$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 November 2020	Price (cases only)	Quantity	Amount
2018 Russian River Valley Pinot Noir	\$360 / case		
Futures Subtotal			
Sales Tax: Pick up 8.25% Shipping: AZ, CA, CO, 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:			
<u>Deadline:</u> December 31, 2019		Futures Total	

New Releases	Price	Quantity	Amount
2018 Dry Rosé of Syrah	\$22 / bottle		
2017 Scherrer Vineyard Chardonnay	\$40 / bottle		
	\$22 / half bottle		
	\$84 / magnum		
2016 Russian River Valley Pinot Noir	\$50 / bottle		
	\$29 / half bottle		
	\$104 / magnum		
2015 'High Slopes' Pinot Noir	\$75 / bottle		
2016 King Family Vineyard Pinot Noir	\$48 / bottle		
2014 Calypso Vineyard Syrah	\$45 / bottle		
2016 'The Hill' Scherrer Vineyard Zinfandel	\$40 / bottle		
	Subtotal		
Discount on wine for total orders of 12 or more bottles		-10%	
	Subtotal		
Sales Tax: Pick up 8.25% Shipping: AZ, CA, CO, 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:			
Total			

Payment: Visa / MasterCard American Express Check

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