SCHERRER
WINERY

Rebuilding

What a month of upheaval it's been! It seems every time I sit down to write this, there are new developments that outdate or make moot what I planned to communicate. So, with this in mind, I'll start where I was thinking and go from there.

Since the fires of 2019 there has been a lot of activity in the hills above Alexander Valley. Chainsaws and chippers have droned on endlessly through the winter. Recently, excavators and large trucks have been scooping away the rubble from the neighbor's destroyed home in preparation to eventually rebuild what the fire had destroyed. In the vineyards, this time is devoted to pruning the 'dormant' vines.

At 93 years of age, my dad announced early this winter that he was probably not going to prune the old Zinfandel vineyard any longer. He has been doing this task pretty much singlehandedly since the 1970's, when he took it over from his father who had planted them in 1912. As a teenager, I was taught to prune there as well. It requires a thoughtful hand as each vine is different in its needs and likely to differ from those around it. Over the past handful of years, my dad has been systematically rebuilding the permanent structures of these vines as, after a hundred years, parts have succumbed to decay. This means leaving a healthy 'cane' (last year's shoot) from a lower and solidly connected part of the vine trunk. The cane is then tied to a new stake for support during the years it takes to thicken and become self-supporting. This is a long-term project and there are vines in various stages of this rebuilding since you don't always have an appropriate cane to leave the first year you see the need for renewal. Since my dad said he was probably not going to prune the old vines, I volunteered to prune them this winter with a request: That my dad make sure I understood his thought process in the rebuilding/restructuring project because it is working really well. As we worked our way through pruning, it was great to see him prune many more than just the vines needed to educate me. It's hard to stop doing what you love and great to see these plants that outlive us.

With all the uncertainty due to this new virus and its rapid rate of movement through the population we will all be facing rebuilding: relationships, supply chains, businesses and support systems for those most at risk of serious health complications and those out of work due to shutdowns. It's been a couple generations since we have had to exercise our sense of social duty to a great degree in this country, so we may have to focus on rebuilding that as well. Right here, we are doing our best to continue to meet our own business obligations and your role is a vital piece of that. We are constantly working on different ideas of how to best accomplish all these things, especially in light of how the situation changes so rapidly. As during the sudden hardship of last fall's fires and power outages, the answer is the same: Never give up. Start rebuilding.

Open House – Moving to May for 2020

In an effort to help slow the spread of this virus to more manageable levels, we will respond in two ways. **First, we will reschedule our Open House to May 15-17** when social circulation may hopefully be less fraught with negative consequences. As time passes, we may have to re-evaluate this. **Secondly**, we are bringing the open house tasting to you, offering a flight of the available new release wines at a discounted rate (about 15%) plus free ground shipping to the contiguous 48 states on the flight (HI and AK, will be discounted). That way there will be less chance of spreading this thing so quickly and those of you far away or most at risk of serious complications can enjoy the new wines in the safety and convenience of your own homes. More on that below. Good wine and food can be a great nepenthe in times of distress.

Regarding 2018 Zinfandel futures pickup: You should be able to pick up your wines at the May Open House. If that doesn't work out or you want the wines sooner, we can schedule a time for curb side pick-up at the winery. We will also be happy to hold futures and any new release orders until the August open house free of charge. Shipping is also an option if you don't want to wait, just contact us and we can arrange it for you.

New Releases

2018 Scherrer Vineyard 'Old & Mature Vines' Zinfandel

The 2018 vintage has given us more acidity-driven wines than usual, making them even more food-friendly. At the August barrel tasting I had assembled just one barrel from all the components in the proportions I intended to use, while the rest of the barrels remained on initial lees happily resting until just before bottling. This has allowed the wines to perfectly fill into their structural frames.

Rose petal, plummy/savory, red-fruited at the core, it has settled into a groove. It is a bit more texturally plush than the Shale Terrace. Yet it really personifies the 2018 vintage as a beautiful, acidity-driven vintage not unlike what our 1992 Zinfandel vintage illustrated. Right after the 92 was released it showed beautiful red raspberry fruit and a gentle, mouth-watering finish and it has aged magnificently. That, our second release, really made an impression and has informed my choices over the following decades: Truly a touchstone vintage. I think this 2018 is another one. This wine should pair well with duck, tomato-based Mediterranean preparations, Moussaka, and even calamari.800 cases produced. *$40 per bottle. Half bottles ($22) and Magnums ($84) also available.*

2018 Scherrer Vineyard 'Shale Terrace' Zinfandel

Nice stone-fruit note of fresh plum and nectarine mingle with dried red cherry, fresh loam and a hint of baking spices on the nose. Lovely, juicy entry echoes the aromas verbatim. Filigrees into a long, slightly savory finish that holds onto its red fruit. It is still one of my favorite vintages of Shale Terrace.

We held back a few cases of this for release now so that a few of you who missed out on the futures offering could get a few bottles of this unique wine. 160 cases produced. *$40 per bottle. Limit 6 bottles per person.*

2019 Dry Rosé, Sonoma County

2019 has yielded a more substantial rosé than the previous two vintages. Despite the fact that the usually more austere Grenache component is a larger proportion of the blend this year, it has a tad richer mouthfeel and a deeper color than the past several vintages. There is a rose petal-like perfume, freshly cut imperial plum and Royal Ann cherry. On the mouth it is delightfully well-endowed, yet with acidity tempered discretion that leads to a full circle of rose-petal and fresh cherry perfumes on the mouthwatering finish. While still absolutely satisfying as usual, it should be quite versatile with main course items like roast chicken, duck and mushroom dishes. 220 cases produced. *$24 per bottle.*

2017 Helfer Vineyard Chardonnay, Russian River Valley

I have been working with this fine one-acre site since 1998. Aromas and flavors of apple galette with an extra dose of fresh Fuji apple lead into a decisively mouth-watering finish. Quite structured for a white wine, exhibiting acidity and a sense of minerality (which has essentially nothing to do with actual mineral levels in the wine) this is both refreshing and substantial even though the alcohol level clocking in a tad below 14% this year. Rather than an impressively effusive collection of diverse characteristics as in the past, this seems to have a surprising level of unity at this young stage. 117 cases produced. *$50 per bottle.*

2016 Alexander Valley Cabernet Sauvignon

All the Cabernet Sauvignon grapes we use were planted by my father on the vineyard site that has been in the family since 1899. This wine speaks to me clearly of the region, so it is labeled according to the AVA rather than the site. It tends toward more red fruit and acidity driven than the more broody, darker toned Scherrer vineyard designate. It may well be more versatile with food because of this.

Herbal, red fruit/cassis aromas turn immediately to red cherry lifesaver on the mouth. As the wine airs over the hours it grows more and more focused on the red cherry notes. Who says 'uplifting' when describing Cabernet Sauvignon anymore? 176 cases produced. *$45 per bottle*

2016 Gunsalus Vineyard Pinot Noir, Russian River Valley

We first worked with this vineyard in 2006 and have focused on a portion of this complex 10-acre vineyard that suits our style perfectly. Only a portion of it is bottled separately as the rest of the barrels are absolutely needed to complete our Sonoma County and/or Russian River Valley bottlings. It has been a pleasure to work with Glen and Pam Gunsalus over these past 15 or so vintages.

A bit more dark-fruited than 2013-2015, this shows more depth, great texture and length. Candied-apple, plums, hibiscus tea and fresh aromas with high-toned perfume like ripe apple with a touch of freshly cut parsnip circle back to hibiscus tea and darker fruits of black cherry on the mouth with a nice, full body. 71 cases produced *$48 per bottle.*

2016 Platt Vineyard Pinot Noir, Sonoma Coast

We were one of the lucky handful of wineries who were in on the ground floor with this wonderful site. I have bottled Platt Vineyard Pinot Noirs beginning in 2007. Sometimes some of the fruit has become part of our Sonoma Coast bottlings. But I save the finest parts to make a compelling and age worthy wine that personifies this grape grown within view of the Pacific Ocean near Bodega Bay.

Peony blossom, black pepper, rose hips, fresh beet with a seriously mouth-watering entry, great continuity and tremendous length. It is seriously built with a firmly woven structure of acidity and tannin that will support the wine for many years. Quite impressive in its youth, everything is in its place. 70 cases produced. *$70 per bottle*

2015 Huntsman Red

I have been interested in Southern Rhone wines since the mid-1980's. Most of them have been based upon Grenache in some way. While I have worked with Syrah since the early 1990's it wasn't until nearly 20 years later that I began a relationship with Grenache at Kick Ranch, a vineyard which gave rise to this blend as well as a varietal Grenache. My idea is to get both the Grenache and Syrah in equivalent prominence according to the vintage. They bring different elements to the table which also varies somewhat according to the vintage character.

I find the aroma alluring. Red fruits, plum, white pepper and rose hips on the nose, it emerges on the palate with these flavors in reverse order. This all rests on a gentle shelf of tannin mid-palate that melts away as the acidity gradually brings the mouth-watering finish that invites another sip or another bite of food. The two varieties are alloyed in a way that neither shows more than the other. There is a nice balance of fruit to non-fruit elements with the savory/herbs leading the charge from the newly opened bottle. It exhibits a flow of elements that I appreciate about Southern Rhone wines before the stylistic shift to riper end of the scale in the mid 1990's: Good structure, nice mid-palate notes are allowed to slide in and out as the experience glides to completion.

The 2015 vintage is 38% Syrah and 62% Grenache. Compared to the 2014 (53% Syrah and 47% Grenache) the main difference is that 2014 reflects more concentration of skin materials due to the drought-like conditions of the growing season. A higher proportion of Syrah was necessary to rise to the overall concentration the two varieties had in 2014. These two vintages, all the fruit came from Kick Ranch. In more recent vintages I have used Syrah from Calypso and/or Lolita and sometimes included Grenache from Diablo Vineyard, so I decided not to get limit myself to a vineyard designated blend. 95 cases produced. *$34 per bottle.*

2015 Russian River Valley Syrah

Balancing of high-toned vs. brooding characteristics is in play similar to the blending of Huntsman. However, in this case it is all within the scope of one variety: Syrah. Calypso vineyard has a wealth of expressions, primarily based on soil depth. Otis Holt has explored, mapped these differences and experimented to an exhaustive degree with rootstock, plant spacing and clonal selections of Syrah.

This bottling is drawn from portions of this complicated palette of varietal Syrah components to illustrate what I see as the finer facets of this variety in the Russian River Valley. At its best, in my opinion, it is neither fruit-forward nor recalcitrant. Like Goldilocks would say 'just right.'

This wine leads with fresh loam, graphite, fresh venison, Greek, salt-cured olives and then allows blackberry notes to emerge from within, morphing into white-pepper and honeysuckle blossom nuances. The finish is long and graceful with a beautiful decrescendo where every note of the phrase is still intensely played while the volume decreases with each successive note. At the end of the phrase, even though the note is no longer produced, the sound remains in the room as an echo – so does the wine's flavor. 180 cases produced. *$38 per bottle.*

New Release Sampler Pack

In our effort to bring the open house tasting to you, one bottle of each of the above New Release wines (except for Shale Terrace Zinfandel, which is too limited to offer this way) at 15+% discount and free ground shipping. This offer is not on our regular public website. It is accessed only through *the link here* or the links provided on the email newsletter. You can also send an email or give a call. 8 bottles, Special offer ~~$349~~ $296

Very Recent Releases

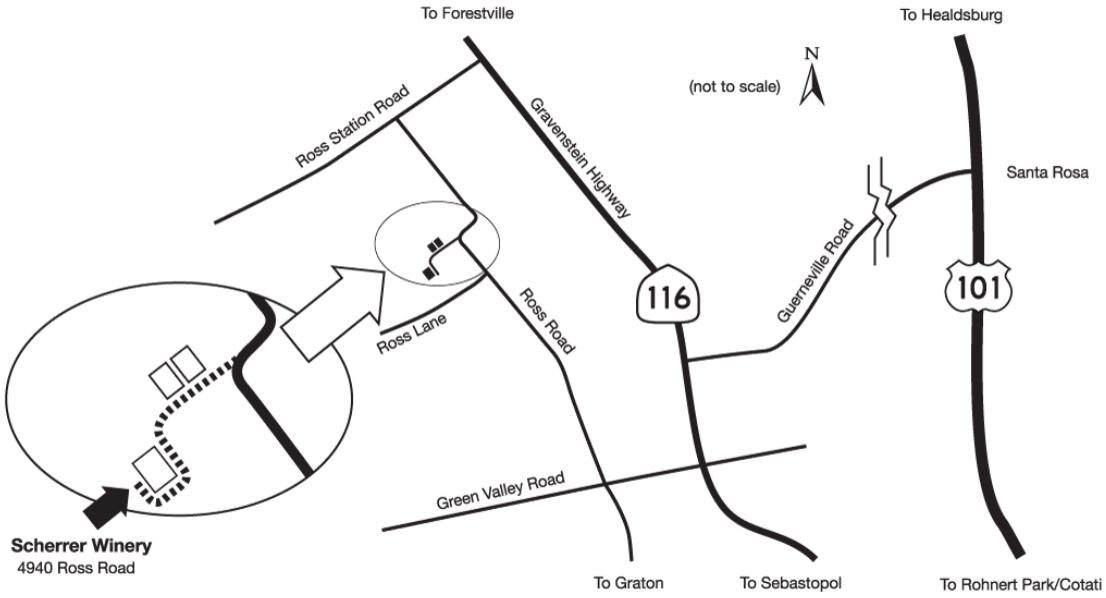
The 2013 Russian River Valley Pinot Noir ($50) continues its early run in restaurants and wine shops. While the 2012 Platt Vineyard Pinot Noir ($68) continues to roll with its sleekness and firmer coastal structure, the 2014 ($70) is really exciting in its vintage-signature dark-fruited youth along with last year's 2015 ($70). One could build a nice vertical of these. Rhonesque: 2014 Kick Grenache ($38) is really on stride as is both 2013 and 2014 Huntsman ($34). The 2014 Old & Mature Vines Zinfandel ($38) has just come into play in restaurants and wine shops and should not be around long as the production is relatively small. The young but delightful 2017 OMV Zin ($40) just got a nice write up in the Wine Spectator ('showing lots of old-school appeal' 91 pts).

I certainly appreciate your continued support.

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.

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)
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

SCHERRER WINERY

MAILING	SHIPPING	
Name	Name	
Street	Company Name	Residential ☐
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
2019 Dry Rosé (Grenache & Syrah)	$24 / bottle		
2017 Helfer Vineyard Chardonnay	$50 / bottle		
2018 Old & Mature Vines Zinfandel	$40 / bottle		
	$22 / half bottle		
	$84 / magnum		
2018 Shale Terrace Zinfandel (limit 6)	$40 / bottle		
2016 Gunsalus Vineyard Pinot Noir	$48 / bottle		
2016 Platt Vineyard Pinot Noir	$70 / bottle		
2015 Russian River Syrah	$38 / bottle		
2015 'Huntsman' Red Wine (Grenache & Syrah)	$34 / bottle		
2016 Alexander Valley Cabernet Sauvignon	$45 / bottle		
New Release Sampler (one each except Shale, 15% discount)	$296/ 8 bottle pack		
Some Current Wines	**Price**	**Quantity**	**Amount**
2013 Russian River Valley Pinot Noir	$48 / bottle		
2012 Platt Vineyard Pinot Noir	$68 / bottle		
2014 Kick Ranch Grenache	$38 / bottle		
2014 Old & Mature Vines Zinfandel	$38 / bottle		
	Subtotal		
Discount on wine for total orders of 12 or more bottles (the sampler will build towards the discount, though will not be further discounted)		-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 ☐ Pick up at Open House or ☐ Shipping method and cost:			
		Total	

Payment: ☐ Visa / MasterCard ☐ American Express ☐ Check

Card #	Expires:	Security Code:
Signature:		Date:

Winery Office: 966 Tiller Lane, Sebastopol CA 95472 *info@scherrerwinery.com* *Winery: 4940 Ross Rd., Sebastopol CA 95472*
Ph/Fax (707)823-8980