



## Almost there! Hang tight.

As with any significant change, there are upsides and downsides. For us, as with you all, this past year of pandemic has caused us pain and uncertainty. The upside to that is we are healthy and have been able to weather that storm with the tremendous support we received from you, our direct customers.

To add to all of that this past year was my 93-year-old Father's decline and death in November which has greatly impacted our family. One impact for me has been spending more of my time with my Mother and helping at the vineyard. While it could be considered a downside with all that I already have to do with the winery, it is most definitely an upside. Another silver lining to the pandemic is I've not had any business travel and I have had more time available which is making this much easier. I truly enjoy working in the vineyard. It has been very therapeutic to be outside helping with what is needed in the vineyard, which impacts the quality of vines and resulting wine that will remain in play for decades.

And now with the vaccine and promise of our lives returning more to what we recall as 'normal,' it may be difficult to restrain oneself. Like children on the morning of Easter goodies, it is natural to want to get out of bed before sunrise and greet the day. And yet as adults surviving the pandemic and all its collateral effects, we must remember to remain rational and follow a reasonable, charted course to a form of 'normal' existence. We all look forward to resuming tasting appointments and open houses at the winery when we can safely do so. And to answer a commonly asked question, my hope is that by November we might resume Open Houses similar to the past. Until then, we are doing everything we can to make it easy for you to enjoy what we are producing. From insane Nepenthe special sales to futures offerings on our major production wines, we are absolutely there for you. Thank you for being there for us.

## Open House – Not quite yet.

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Continuing our wait for safer times to gather, we will not be having a Spring Open House. We have curbside pickup by appointment, just call or drop an email and we'll find a time that works! 707-823-8980 [info@scherrerwinery.com](mailto:info@scherrerwinery.com) We hope to be able to have a November Open house without the need to have someone checking immunization cards to enter. We love our family, friends, and visitors too much to unnecessarily risk their health...

Regarding 2019 Zinfandel futures pickup: if you scheduled pickup and aren't ready to travel yet and want your wine sooner, we can certainly arrange for shipping. We'll also store the wine for you to pick up later in the year when more of us are vaccinated.

## New Releases: There they are.

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### **2019 Scherrer Vineyard ‘Old & Mature Vines’ Zinfandel**

For those who are new to us, this is a quintessential expression of ‘old world style’ Zinfandel: Evocative sandalwood, roasted red beets, warm, hints of freshly picked plums and red delicious apples as though in a basket nearby, dark bramble fruits, mysterious hints of new-jacket leather all take their turn at center view like the mechanical horses, unicorns and other creatures on a rotating carousel. The red and black cherry aromas that showed so prominently last summer have evolved and merged with a violet perfume that comes and goes during this circular performance. The longer in the glass and contact with air, the more floral perfumes and roasted sweet beet facets dominate.

Last July said it seemed the 2019 Old & Mature Vines Zin was similar to the 2018, yet with more structure. This has actually become slightly more pronounced during barrel aging. Good, firm structure portends a long life in bottle. And while this is not harsh, it is muscular like a runner. In this case, it’s a marathon runner that will always thrill at the finish. 1002 cases produced. *\$40 per bottle. Half bottles (\$22) and Magnums (\$84) also available.*

### **2019 Scherrer Vineyard ‘Shale Terrace’ Zinfandel**

This small part of the family vineyard is the most unique expression of Zinfandel I have ever seen made by anyone. One may think it is winemaking technique and intention. However, I can vouch that the technique is merely following the directives of the grape material. Telltale for this bottling, typical stone fruits lead on the nose, juniper, black raspberry, ‘tar’, and hints of vanilla follows as an undertone of maple syrup. This vintage has extraordinary structure which will carry it for many years if you can wait. It typically expresses itself more as a Pinot Noir aspirant than a varietal conformist of jammy fruit. We hold a small amount back from futures offerings so that those who missed the offering or simply want to try a few bottles can experience this delightful, unusual expression of Zinfandel. 228 cases produced. *\$40 per bottle.*

### **2020 Dry Rosé, Sonoma County**

Due to both vineyard restructuring and the 2020 Walbridge fire, we lost most of the Syrah we normally use for this wine. Fortunately, it happened early enough in the harvest season that I was able to adapt on the fly and pick a less advanced section of our ‘Hill’ Zinfandel to balance the Grenache in the manner that Syrah has done these last years. Having worked with Zinfandel as a Rosé wine beginning in 1997, I had a pretty clear image of what the result would be and how it would fit into this wine., We did have a tiny bit of Syrah to use which was given moderate skin contact overnight before pressing to guide this blend right into our typical stylistic pocket, which by the way, is of great personal importance! It’s good to have a little practice at this. I couldn’t be more pleased.

Nice, floral, red plum and cherry, hibiscus tea, very brisk acidity, it is highly mouth-watering (like a sparkling wine) yet has a very long finish. Despite the varietal composition differences, the net result is remarkably similar to the past few vintages. There’s a tiny bit more floral note and more of the kind of acidity one would see in a sparkling rosé. Still, bone-dry and refreshing as ever, I am immensely happy with the result and may continue in this direction moving forward as we see the wine develop over the next two or so years. 240 cases. *\$24 per bottle.*

**2018 Helfer Vineyard Chardonnay, Russian River Valley**

From what I consider one of the prime Chardonnay neighborhoods of the Russian River Valley, I am grateful for the two dozen years of working with Don and Patricia Helfer and this tiny site.

One finds lemon curd, orange zest, roasted grains and brioche on the nose. The latter two aspects probably come from the lengthy time on lees in barrel, the way high end sparkling wines are aged on the lees in bottle before disgorging. Very smooth and sexy, there is a seamless transition of these characters in the mouth that caress the palate for a very long finish and persistence that would be annoying if it wasn't so tasty. 138 cases produced. *\$50 per bottle.*

**2017 Alexander Valley Cabernet Sauvignon**

From a part of the family vineyard that speaks more of the region than the specific site, it possesses more red fruits and relies more on acidity than tannin compared to the vineyard designate. While contiguously planted, the soil and rootstock changes which affects the fruit character immensely. We put in a rootstock trial when this part of the vineyard was planted nearly 30 years ago and I was stunned at the huge flavor differences that simple rootstock choices made. I'm happy with the choice made at the time to use 140 Ru rootstock in this parcel and believe we better know what to do (as well as what not to do) next time this is planted down the road.

Cassis, red cherry, fresh loam greets the nose. Supple and fairly rich, one gets the sense of a savory/ice cream sundae: Dried red and black cherry, vanilla and caramel hints on the nose, popping with red fruit on entry and rich, full expansiveness as the wine travels over the tongue. Then, at the end, the opening theme of cassis, red cherry and fresh loam close the phrase as though the wine became an orchestral composition.

I think the very warm harvest time temperatures in 2017 accelerated the red-fruit to dark-fruit progression. Those that have preferred the Scherrer Vineyard designate might also consider looking more here than usual. 166 cases produced. *\$45 per bottle*

**2017 Gunsalus Vineyard Pinot Noir, Russian River Valley**

Elegance is a virtue with Pinot Noir. Being an early ripening site, it is often the harbinger of the vintage character. Seeing an extended hot spell coming in 2017, we began to harvest Pinot Noir on the early leading edge of our normal picking zone. I am happy we were prompt in harvesting this vintage. Being too late could have caused the loss of verve and probably an even longer delay in harvesting due to scarcity of labor and sudden, immense demand for pickers as the heat spell became more pronounced than forecast. Pretty red-fruit, menthol, and fresh loam notes on the aroma, what follows is a lovely, lively, mouth-watering experience. Besides being a tasty whippersnapper, this wine has great promise for long-term development. Formulas for winemaking work when the conditions fit those in which the formula was developed. When they are different, so should the approach be changed. Because conditions change at least a little every year, I am opposed to relying on formulas. This makes it easy for me to adapt to a given vintage. I am really happy with this expression of this fine site. 95 cases produced *\$48 per bottle.*

**2017 Platt Vineyard Pinot Noir, Sonoma Coast**

This is the 11<sup>th</sup> vintage that I have worked with this vineyard. It is the first Pinot Noir site I was on the ground floor with and was able to choose the clones for my portion of the vineyard. The viticultural choices were ahead of their time and founded on experience rather than

guesstimation. It's something that has kept me working with this site that is also receiving more and more interest by colleagues and journalists.

Red fruits, loam and fresh ginger are on the nose. It takes some time in the glass to see this clearly, as this wine will benefit hugely with time in bottle.. (With this warm vintage, the rather latent 828 clone became more in its element and earned a leading role in this performance). It weighs in at 12.9% alcohol, which is a result of harvesting on the early side in a warm vintage where development toward over-ripeness can occur all too easily. Those who value the 2008 and 2012 vintages from this site will do well to go heavy here. It is likely to be a long-term relationship. 70 cases produced. *\$70 per bottle*

### **Zinfandoodle v.16.7**

Those familiar with this wine and have made it their house wine know that I use all kinds of lovely extra proportions of Zinfandel beyond what was perfect in the other main bottlings. Always satisfying and guilt-free, this is the ultimate mid-week 'real' wine. This version truly over-delivers to an embarrassing degree.

Plums, black cherry, rosemary on the nose. If they grew Zinfandel in Chateauneuf du Pape, or better yet, Sablet, there'd be more wines like this. (Twice visiting Southern Rhône about 20 & 30 years ago, the awareness and interest in Zinfandel by vigneronns there was surprising). I'm afraid though that with their hot, dry Mistral winds, Zinfandel would probably desiccate too much and be less likely a fine component to the wonderful wines in that part of the world. We are lucky that Zinfandel has found a perfect home here in Sonoma County, not too distant from the calming effect of Pacific Ocean fog that I think Zinfandel thrives on.

Mouth-watering at first, and throughout and afterward, this is arguably the most food-friendly version of this wine yet. Flavors by mouth echo the aromas of plum, dark cherry and aromatic herbs. When I made the blend, it was rather structured and taut. In the months since and after bottling, it has opened up nicely. 354 cases produced. *\$22 per bottle*.

### **2016 Calypso Vineyard Syrah**

Over the past 15 years, I have had the great pleasure to collaborate with Otis Holt, owner and mastermind of Calypso Vineyard. Only 3 or so acres, it is a very complex and rewarding site that is, in my opinion, perfect for Syrah. In fact, when I first met Otis and tasted his home-made Merlot and Cabernet Sauvignon, I told him it was a Syrah site as I had seen these three varieties successfully grown side-by-side in the past.

There is a nice savory-forward nose, much like Northern Rhône. While black pepper, herbs dark fruits lurk, but they are surrounded by a delightful non-fruit elements. A good wine to insert into a blind tasting of Old World Syrahs, this will surprise many people and could win a lot of bets as to its origin. I'm just so happy to be able to work with this, I feel like I won a bet without even trying. 70 cases produced. *\$50 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, Free Shipping, Special offer ~~\$349~~ \$296

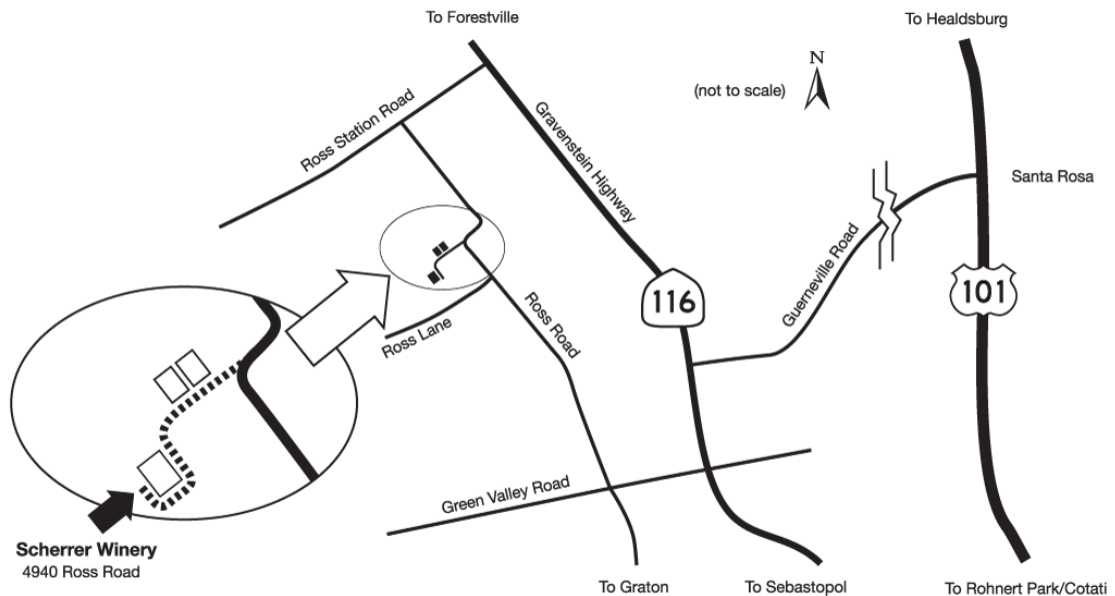
## Very Recent Releases

The 2014 Russian River Valley Pinot Noir (\$50, still available at \$30) 2012 Platt Vineyard Pinot Noir (\$68, still available at \$40.80) and 2012 Big Brother Pinot Noir (\$55, still available at \$33) continues being featured in our Nepenthe Wine offering. Rhônesque: 2015 Kick Grenache (\$38) is really on stride as is the 2015 Huntsman blend of Syrah and Grenache (\$34). The 2015 Old & Mature Vines Zinfandel (\$38) is down to the last few cases, while most of the remaining few cases of 375's are reserved for the list at the French Laundry. The 2016 Old & Mature Vines Zinfandel is showing extremely well right now. For something quite different, the 2016 and 2017 Scherrer Vineyard Hill Zinfandel continues to reward the change in approach I made a couple years prior to understanding this small part of our vineyard.

I certainly appreciate your continued support.

## 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](http://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)
<b>Pick up</b> is available during Winery Open House events or by appointment	NC	
Golden State Overnight (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	\$2.5
<b>Ground</b> to CO, ID, OR, MT, NM, NV, WA or WY	\$36/box	\$3
<b>Ground</b> 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
<b>2-day Air</b> to above states plus: HI & Alaska higher	\$120/box	\$10
<b>Overnight</b> 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	

New Releases	Price	Quantity	Amount
2020 Dry Rosé (Grenache & Zinfandel)	\$24 / bottle		
2018 Helfer Vineyard Chardonnay	\$50 / bottle		
2019 Old & Mature Vines Zinfandel	\$40 / bottle		
	\$22 / half bottle		
	\$84 / magnum		
2019 Shale Terrace Zinfandel (limit 6)	\$40 / bottle		
2017 Gunsalus Vineyard Pinot Noir	\$48 / bottle		
2017 Platt Vineyard Pinot Noir	\$70 / bottle		
2016 Calypso Vineyard Syrah	\$50 / bottle		
Zinfandoodle v.16.7	\$22 / bottle		
2017 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
2015 Kick Ranch Grenache	\$38 / bottle		
2015 Huntsman Red (Grenache & Syrah)	\$34 / bottle		
2015 Old & Mature Vines Zinfandel	\$38 / bottle		
2016 'The Hill' Zinfandel	\$40 / 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, KY, LA, MD, ME, MI, NC, NH, NJ, NM, NV, NY, OH, OK, PA, SC, TN, TX, VA, WA, WI, WY %

Choose  Pick up at Winery or  Shipping method and cost:

**Total**

Payment:  Visa / MasterCard  American Express  Check

Card #	Expires:	Security Code:
Signature:		Date: