

You can't always get what you want

Just as we are mentally ready to declare that the Covid pandemic is over and return to a life similar to before... there are now other existential threats surfacing in Eastern Europe which affect the rest of the world. I must admit I find it extremely difficult to focus on such relatively 'minor' subjects such as offering wine for sale. Judi's father is from Eastern Germany where he, his parents and siblings lived through WWII and its aftermath. His father was an engineer, and they were fearful of being 'taken' by the Russians vs. the Americans who were both scooping up technically trained people in Germany after Hitler's demise. Fortunately for our family, the Americans got there first, and they left their home with what they could carry and were taken west before the country was divided between east and west. History repeats itself so regularly and it's an important reminder that this happens to real people, not just distant ones on the media.

The Rolling Stones were young people at the time they wrote the title song, living a day at a time. All the founding members were born in the years during WWII and grew up during the aftermath and recovery in Great Britain. It is remarkable how much wisdom it communicates about the human condition. The message of this song seems quite apt today for reasons beyond the initial thrust of the song. Here is *my amateurish version* taken from a Zoom interview early in 2020.

The supply chain is truly as difficult as you've been hearing, wineries included. Availability of wine bottles at this point has been particularly fickle. Bottles ordered months ago suddenly became unavailable. The green colored claret bottles we use for the Zin and Cabs are now nearly impossible to get and what is available is so much more expensive. We're having to make adjustments to what we are able to bottle and actually ship. At one point I seriously considered using burgundy bottles for our Zins (and even Cabs) just to be able to bottle the wines at all. We used up what we had in stock and have a mixed bag with some brown colored bottles moving forward. We can't always get the bottles we want but can at least still get what we need to get the wine to you. The cost of these bottles, shipping of incoming materials as well as outgoing wine has skyrocketed. We are no longer able to absorb this and so we are going to start to take a measured approach to increase prices in order to remain in business. We have kept prices at the same under-market level for quite some time and just can't continue.

As it was last year, and more so with the worldwide conflict, it has been very therapeutic to be outside working in the vineyard. Knowing how it all affects the quality of wines and that will help the vines remain in play for decades more to come.

Open House – Still not quite yet. Join us for a Pickup Weekend.

Continuing our wait for less consequential times to gather indoors, we will not be having a typical Spring Open House this year. We will be having a **Pick-up weekend April 22-24 from 10-5 each day**. We'll do something small and simple outside, taste a few new releases perhaps and importantly give us all a chance to catch up again in person. I know many of you have been waiting to pick-up your wines, and this would be a great time. You should probably have your Scherrer stash at home and we really need to make some room.

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

New Releases

2020 Scherrer Vineyard 'Old & Mature Vines' Zinfandel, Alexander Valley

Zinfandel is somewhat of a conundrum in California. There is such a diversity of style though the riper, simply dark-ripe-fruit profile tends to dominate the landscape and defines what some think Zinfandel 'should' taste like. We are, however, one of a number of producers who have a different take on the variety. We have been refining our own style for three decades, slowly honing a balance between fruit and non-fruit, while including aging potential as a part of the equation. Food-friendliness has always been a given with us.

With this vintage, there is hibiscus, dried red cherry, fresh pomegranate and a tad of tarragon and sandalwood on the nose. In the mouth, the earthy parts initially lead with the more floral perfumes and roasted sweet beet facets heading toward the finish as the mouth-watering acidity and a pop of red cherry wraps up the journey for that sip. It's been a very dynamic year of upheaval on many levels that we may not have wanted (fires, smoke worries, pandemic, political issues). It's nice to know that some things are rather stable like our style of Zin which has navigated all sorts of vintages giving us all both what we want and what we need.

800 cases produced. \$42 per bottle. Half bottles (\$23) and Magnums (\$86) also available.

2020 Scherrer Vineyard 'Shale Terrace' Zinfandel, Alexander Valley

This small block of vineyard planted in the early 1970's has been a real eye-opener for me. I recall helping plant this, barely a teenager, with early tractor driving experiences hauling a water trailer with a spring-loaded valve and rope attached so if I was reasonably accurate in placing the water trailer, the newly planted vine could have a few gallons of water placed in the hole above its recently covered roots on the day of planting. After the water soaked in and settled 'the fines' around the baby roots, the rest of the hole was filled up with soil with more mounded up over the top of the plant to keep temperatures and humidity appropriate for the little plant to gain a foothold in its new environment.

The eye-opener though, was the character of the wine once I began working with it nearly 25 years later. This is the Zin that wants to be Pinot Noir. I had no clue then. It took making wine from it to understand how different it was from the rest of the vineyard property. Now it is something we understand better and celebrate.

There is the stone-fruit thing (plum, nectarine), red cherry and a slightly savory sage undertone. It sets lightly on the palate with a very gentle progression across the mouth and very good length and continuity. Smooth and seamless, graceful and delicately layered, again, this is *really* the Zin that thinks it's a Pinot Noir. It is an authentic snapshot of this small, unique site this year.

The prune trees my dad and grandfather tended for decades on this soil and other parts of the property had their own 'terroir' that I barely understood at the time. I recall that they bloomed in all their spectacular glory at different times than the rest of the orchard and were ripe at a different time as well. We used to gently shake the branches throughout the orchard so only the ripest fruit fell during each pass through the orchard. After 3 or 4 passes every few days the vast majority of them were harvested, leaving a few of the laggards to simply fall off the tree a week or two later when dead ripe. Those were the ones we did not take to the co-op dehydrator. We simply picked them up and dried them on redwood trays out in the field like in the earliest days before dehydrators. Later, old family friends would come from miles around to get some of these precious gems of the past that money couldn't buy anymore. 195 cases produced. *\$42 per bottle.*

2021 Dry Rosé, Sonoma County

In 2020 we had to re-think the blend for this because of the August Walbridge fire. Due to the proximity to fresh, reactive smoke, we lost the major Syrah component outside of Forestville that would normally compliment and balance the Grenache. So, we brought in some of our family Zinfandel - only to find that the Zin and the Grenache were more similar than complimentary. Fortunately, a bit of Syrah arrived from another site to complete the package and a new paradigm was born.

Last year's notes on this new paradigm were cautiously optimistic. Having watched the 2020 blend over the past year has encouraged me that in this case if you don't get what you thought you wanted, you may actually get more of what you needed in the first place. I feel that this has been an advance in our Rosé style. I'm grateful for being shaken up enough to re-think what I have been doing, despite being sad about the cost for so many in the North Coast due to the two major fires that fall (Walbridge in Sonoma County and Glass in Napa, respectively).

About 60% Grenache, with the remainder nearly shared by Zinfandel and Syrah, I am ecstatic by the result. Plums, hibiscus, rose petal and a trace of vanilla (with no new oak anywhere, though) are on the initial aromas. Bracing acidity meets the first impression by mouth which is akin to a sparkling wine without bubbles. Without the bubbly angles that a sparkling wine would bring, this still wine has all the angles one needs for balance.

It has been remarkable how many inquiries we have had about securing this upcoming bottling during the winter. Just as I write this, there are more inquires showering in even before release for sale. While we made more than last year, I suspect it will disappear just as quickly. 317 cases produced. *\$26 per bottle.*

2019 Scherrer Vineyard Chardonnay, Alexander Valley

D'Anjou pear, Golden Delicious apple, pie crust, and a trace of tangerine zest are on the initial aromas. Nearly seamless in the mouth, it glides across the palate with a very wide, oily feel, which reveals a sprightly but sneaky presence of mouth-watering acidity and long finish. The nearly seamless nature of the wine at this early stage is due to the way the acidity presents as spritely vs. subtle. I think it portends great things in the next year or two when 'nearly seamless' becomes 'perfectly seamless.' With air, the pear facet increases along with the emergence of a faint floral note like wisteria flowers. Day 2: Saline/savory notes on the finish become more prominent. Day 3: Everything becomes cohesive in this complex, yet focused Chardonnay. 135 cases produced. *\$42 per bottle. Half bottles (\$23) and Magnums (\$86) also available.*

2018 King Vineyard Pinot Noir, Russian River Valley

Medium-light color (for us). Very high-toned perfume like roses and the old-fashioned drawer 'sachet.' with a touch of roasted beet is on the nose at first. These perfumes give way to a persistent savory core in the mouth. For a wine that is not heavy, it has remarkable center-palate viscosity on the very long, graceful finish. There is a bit of cinnamon that creeps into view briefly as well. With the 2018 vintage many of our Pinot Noirs we let them rest in barrel through three winters before bottling as opposed to the one winter common to producers in our area. I have the space and the inclination to explore boundaries.

On being open Day 2: Nose is more balanced between rose and beet. Mouthfeel is even more cohesive and even. The long, graceful finish is still there. Day 3: Nose has morphed to red beets and red zinger tea (hibiscus, rose hips, etc). Flavors by mouth really follow aromas perfectly at this point. This is one of the most delicate, graceful, sneaky vintages of King Family Pinot Noir, especially if given time in the glass or bottle which speaks to a long, lovely aging potential. 48 cases produced *\$50 per bottle.*

2018 Platt Vineyard Pinot Noir, Sonoma Coast

This is the 12th vintage that I have worked with this vineyard. On the first day, this is more a wine of the earth than of the sky. It is latently fruit-driven since the savory/earthy facets drive the bus at first opening. There's white pepper, slight hints of mincemeat, beguiling interplays between these fruit and non-fruit elements. Then things change. Day 2: The awesome interplay continues with the addition of iodine, a trace of patchouli, fleeting floral perfumes, freshly tilled loam and great continuity of where it lays on the palate on its way to an urgent but politely persistent way. Day 3: White pepper emerges again, rose hips and a trace of pipe tobacco like my dad used when I was a kid. It smelled better before it was lit. By the way, those who met my dad would probably not be surprised that when he decided to quit smoking, he just stopped. End of discussion.

A number of years ago I was invited to participate in a wine dinner to raise funds with a Chicago radio station WBEZ. My distributor there donated three vintages of DRC Grands-Exchezeaux to also pour for the dinner. After tasting the wines, I was the first person asked to comment on them. I simply said that I felt fortunate to witness the DRC gods in their mortal form. That emotion is how I see this wine taking its shape. It is one of the most interest-provoking vintages from this site for me ever. Its great texture envelops its substantial structural core. I am grateful to work with this site. 93 cases produced. *\$78 per bottle*

2017 'Sasha' Syrah, Sonoma County

Named after a fermentation tank nearly 20 years ago that always made 'pretty' wines, I became compelled to use the name 'Sasha' for Syrah blends that exhibit more of the red fruit part of the spectrum with juicy acidity vs. the more profound dark and earthy, broody end of the spectrum. Santa Rosa plums (especially the skin), red and black cherries plus my favorite 'non-fruit,' freshly tilled loam greet the nose on a freshly opened bottle on day 1. On Day 2: The aromas settled into a harmony of anise, blossoms, a trace of vanilla [despite no new or even second use oak being employed here].

While many producers are successful employing a fair bit of new oak with the Rhône varieties, I have found that it is both unnecessary and unwanted for the material I have worked with. I also prefer the larger format barrels of 92 and 132 gallon vs. the typical 60 gallon barrel. I've had the benefit of over 30 years' experience with larger and smaller format cooperage and by now have a pretty clear idea of how to match barrel size, age, and parcel. The wine wins when the rate of oxygen penetration is in sync with the needs of the material inside. As much at home with steak as with duck or portobello mushrooms, this is just plain satisfying and celebrates some of the prettier side of this wonderful variety. 115 cases produced. \$38 per bottle.

New Release Sampler Pack

In our continued 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. 6 bottles, Special offer ~~\$276~~-\$235

**ground shipping includes GLS and FedEx and will be weather dependent; if needed, we'll plan on storing the wine for you and ship in the fall when temperatures are wine friendly. If you'd like your wine sooner, we will offer a discount for 2-day air on this as well.*

Very Recent Releases

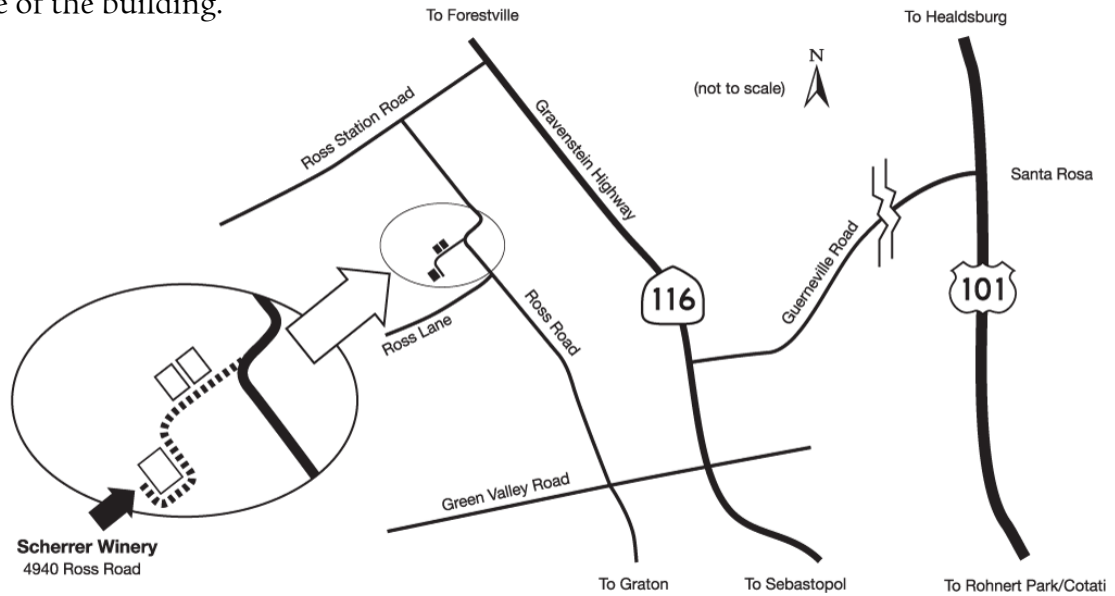
The 2014 and 2015 Russian River Valley Pinot Noirs (\$50) are showing really well. Rhôneque: 2016 Kick Grenache (\$38) is really on stride as is the stunningly delicious 2016 Huntsman blend of Syrah and Grenache (\$34). The 2016 Old & Mature Vines Zinfandel (\$40) is down to the last few cases as I write this and totally worth re-stocking if you are out. For something quite different, the 2016 and 2017 Scherrer Vineyard Hill Zinfandel (\$40) 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 is 707-823-8980. 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. We prefer FedEx for Ground, UPS is available by request.

	Case: 12 x 750 mL 24 x 375 mL 6 x 1.5 L	Per bottle (750 mL equivalent)
Pick up is available at the Winery during events or by appointment	NC	
GLS Ground Overnight (recommended) to CA	\$27/box	\$2.25
GLS 2-Day to AZ, ID, NV, OR, WA and parts of NM	\$33/box	\$2.75
Ground to CA, NM, NV or OR	\$36/box	\$3
Ground to AZ, CO, ID, MT, WA or WY	\$48/box	\$4
Ground to AL, DC, FL, GA, IA, IL, IN, KS, KY, LA, MA, MD, ME, MI, MN, MO, NC, NE, NH, NJ, NY, OH, OK, PA, SC, TN, TX, VA, VT or WI	\$60/box	\$5
2-day Air to above states plus: HI & Alaska higher	\$168/box	\$14
Overnight to any above state. HI or Alaska higher	\$192/box	\$16

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
2021 Dry Rosé (Grenache, Zinfandel & Syrah)	\$26 / bottle		
2019 Scherrer Vineyard Chardonnay	\$42 / bottle		
	\$23 / half bottle		
	\$86 / magnum		
2020 Old & Mature Vines Zinfandel	\$42 / bottle		
	\$23 / half bottle		
	\$86 / magnum		
2020 Shale Terrace Zinfandel	\$42 / bottle		
2018 King Family Vineyard Pinot Noir	\$50 / bottle		
2018 Platt Vineyard Pinot Noir	\$78 / bottle		
2017 'Sasha' Syrah	\$38 / bottle		
New Release Sampler (one each except Shale, 15% discount)	\$235/ 6 bottle pack		

Some Current Wines	Price	Quantity	Amount
2014 Russian River Pinot Noir	\$50 / bottle		
2016 Kick Ranch Grenache	\$38 / bottle		
2016 Huntsman Red (Grenache & Syrah)	\$34 / bottle		
2016 Old & Mature Vines Zinfandel	\$40 / bottle		
2016 'The Hill' Zinfandel	\$40 / bottle		

	Subtotal		
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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%		
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	Subtotal		
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Sales Tax: Pick up 8.5% 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, VT, WA, WI, WY	%		
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Choose Pick up at Winery or Shipping method and cost:

Total	
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Payment: Visa / MasterCard American Express Check

Card #	Expires:	Security Code:
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Signature:	Date:
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