



Any day now, any day now...

...wine shall be released. With all due respect to that Bob Dylan lyric, there seems to have been a singular focus on the 2007 vintage and when they will become available. While there is much to be excited about in 2007, I have great regard for how our 2006's and 2008's are developing and high expectations for 2009, even though much of it has not yet seen a barrel as of this writing. My job is to try to understand the nature of a given vintage, the site, varietal(s) grown there and allow the wine to express all of the above in the most pleasurable form I can. Some vintages are easy to work with. Others require more effort or tough choices on my part, on the growers' part, and are usually the vintages I am most interested in talking about. So I'll 'force' myself to talk about 2007.

There is much for us all to be excited about with this offering. Not only do we have some new wines, but some recent ones that are drinking spectacularly right now as well as some perfectly aged library selections. I always look forward to digging thru the library for those and will post notes about some of these on our website under 'Fred's blog' [or whatever it is called - I've been buried in grapes to visit the site] as I have the opportunity to taste them. It is also the time to revisit the magnum stash and make some of these available as well.

Giving Thanks

As the year comes to a close, I take a look back at the rocky road the wine industry has been facing and am reminded yet again "What a Difference" our direct sales have made in our ability to "Beat the Odds". During the month of November, we are including a special thank you, an additional 5% Beat the Odds discount. We wouldn't be here right now without you!

Open House

November Open House: Friday the 20th, Saturday the 21st, and Sunday the 22nd from 10 to 5 at the winery located at 4940 Ross Road, Sebastopol (707) 824-1933. You will be able to taste the new releases just described as well as a selection of older library wines, most of which will also be for sale (few things are worse than being teased with something you can't have). As usual, this is not open to the general public - just for those of you on our mailing list and your guests.

The new releases and library wines will be available for pick up at the November open house. If you schedule pick-up for your wine and are not able to make it, we will make arrangements to ship the wine to you and the shipping costs will be added to your invoice. As usual, **shipments** of all wines will vary depending on when the weather in your area will be kinder to the wine. Prompt orders to the frozen North will receive shipping upgrades at my expense if we miss the ground shipping window due to the late date of our posting of the list. By popular request, we try very hard to ship by

ground across the country in order to economize on freight charges. Since we ship everything directly from the winery and I personally plan when they go out, I am finding that I navigate surprisingly narrow temperature windows across the continental US. I'm also stubborn enough to hold shipments if the window does not appear or closes on us. Thanks for your understanding.

New Releases

2007 Helfer Vineyard Chardonnay

This is our tenth vintage of working with this vineyard in the Russian River Valley. Despite our success with this site; lately I have been interested in exploring the various aspects of this vineyard's grape material by slightly altering some winemaking choices on a very small scale. Promising changes are then incorporated into our overall approach as we go forward. As a result, we have been bottling our Chardonnays a bit later each of the last few vintages, with this one being 18 months in barrel. This extra time allows more of the yeast lees to 'return to the wine', essentially dissolving into the wine over time. Rather than simply soaking out more oak flavor from the proportion of 'new' barrels, this extra time allows the fruit, oak and yeast lees to harmonize and for the 'angles' to soften somewhat. That hint of star fruit and lime zest remains on the aroma, but there are more nuances and layers to the wine at this early stage. The wine maintains great mouth-watering verve and sense of minerality as always. 88 cases produced. *\$38 per bottle. Half bottles \$20. Magnums (limited) \$80.*

2007 Russian River Valley Pinot Noir

One of the most commonly asked questions I have been asked over the past 6 months, is 'when are you going to release the 2007 RRV Pinot Noir?' I have been frustratingly vague about it since I prefer to see how the wines are adjusting to being in bottle before promising anything. 'Any day now, any day now...' Even after working in wineries for 31 vintages, I have not yet figured out how to exactly predict when a wine will truly 'hit its stride.' Since we tend to bottle later than most other producers, there is less time to be sure the wines are recovered from bottling before committing to a release date. After sampling many bottles purely in the name of research (of course), I am happy to 'let this one go' here with one request: Please take your time on these. A bottle sampled over several days opens up significantly on day 2 and day 3. If you are looking for something young to pop and pour during the next year or so, I'd suggest taking a very hard look at the 2005 (if you have some, we are sold out) or the 2006 vintage (still available) and let the 2007 rest a bit longer.

An initially reticent nose opens up to dark fruits, purple plum, cookie dough, a hint of cardamom and comfortable earth. Surprisingly, tart pie cherry appears in the mouth and the supporting structure drives the wine deep into food-friendly salivary territory. There is a rather dense kernel of flavor there that reminds me of 'Miracle Max' in the movie 'The Princess Bride' when he plugs his ears and chants 'I'm not listening' in response to his wife's urging him to tell the truth to their visitors. There's a lot of 'there' there, but it is not quite ready to show all of its tricks. I think another 18 months in the bottle will make this an irresistible smooth ride - like when the little knobs wear off of that set of new tires and they are just broken in. Your mileage may vary [sorry, could not resist] 700 cases produced. *\$40 per bottle. Half bottles \$22. Magnums \$85.*

2006 Alexander Valley Cabernet Sauvignon

Beautiful cassis, purple plum and freshly-tilled loam aromas with a mild toast and vanilla nuance

presage the flavors by mouth. A bonus red and black cherry burst on the mouth lead to an uplifting, mouth-watering finish where the aromas and flavors bring the experience full-circle. This is more like the 'old-style' 'classic' California Cabernet Sauvignon when more wines were actually made to drink with food and over a long time-frame rather than many recent examples on the shelf designed toward 'reviewer points' at release. Yet this wine is nicely still accessible in its youth, especially with food. Our minimal-racking, slow-aging regime requires nearly three years in barrel to develop our Cabernet Sauvignons and I think is responsible for maintaining some of the perfume this variety can possess. This was bottled late last August and is just beginning to show its personality once again. 280 cases produced. *\$38 per bottle. Half bottles \$21.*

Very Recent Releases

The 2007 Old & Mature Vines Zinfandel is still enjoying its post-bottling honeymoon before the usual 'closing down' for a year or so, as these tend to. Both the 2004 and 2005 OMV Zinfandels are enjoying the early stages of their re-awakening, which is my own preferred point of evolution for these wines. All of our 2006 Pinot Noirs are showing particularly well at the moment. Last summer's *burghound* issue 35 agreed. They stood up really nicely in the context of many others' 2007's. OK, so our 2007's did really well too in the recent issue 36. The 2006 Helfer Chardonnay and 2003 Scherrer Vineyard Cabernet Sauvignon are also showing off a bit these days. Only magnums of 2008 Dry Rosé are left.

Library Wines

Thinning out the library: Every year at this time, we take a fresh look at 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, and to be able to make quick updates as wines sell out, **we will post a library order form on our website "Order Wine" page beginning 9 AM PST Saturday November 14**. The actual link to the page is http://scherrerwinery.com/pages/order_wines.cgi.

IMPORTANT: You need to be registered on our web site and logged in to have access to the library section on the "Order Wines" page. If you haven't had the chance yet to visit our web site and sign up there, you will need to do that first. If you are already on our mailing list, you will need to register on the web site as well. There wasn't an easy way to "pre-register" our existing mailing list members. While you'll get an automated response with a unique password welcoming you to the mailing list, we manage the mailing list ourselves and we'll know not to duplicate your information in our system.

Alternatively, you can call the office 707-823-8980 or the winery building 707-824-1933 and we can fax a current list to you. Some items may only include a bottle or two and will be sold on a first-come, first-served basis. Quantity discounts will carry over from any wines ordered on this mailer which total 12 or more 750 mL bottle equivalents. The additional 5% discount stands as well for these thru the end of November.

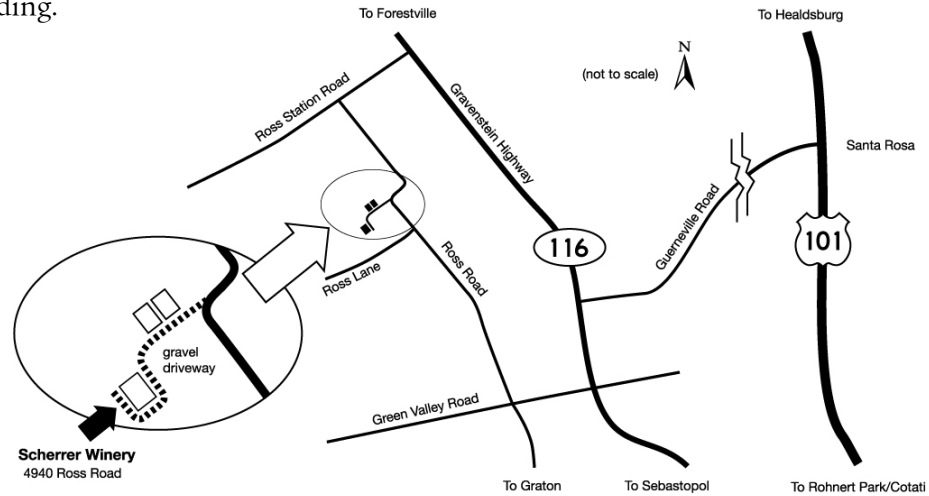
Thanks for your continued support. It allows us the creative freedom to do what we love.



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. Children (including our own) may be playing nearby. The entrance and gravel parking is 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.

An adult Signature is required upon delivery.

| | <u>Case</u> | <u>Case Plus</u> | <u>Half Case</u> |
|---|------------------------|------------------|--|
| | 12 x 750's 6 x mags | 13 to 15 x 750's | 6 x 750's 12 x Half Bottles 3 x mags |
| GSO Delivery to CA residents (recommended), NV and AZ (if you visited within the last 12 months) | \$15/box | \$18/box | \$12/box |
| UPS to CA residents | \$22/box | \$22/box | \$15/box |
| UPS to CO, ID, OR, NM, NV or WA | \$30/box | \$30/box | \$22/box |
| UPS to IA, IL, MO, NC, ND, NE, NH, TX, MI, MN, NY, OH, VA, WI, WV or WY | \$40/box | \$40/box | \$25/box |
| FedEx 2-day to above states plus: FL, GA, LA or HI | \$78/box | \$95/box | \$48/box |
| Overnight to any above state. Delivery to any state address with liquor license. HI or Alaska higher | \$88/box | \$100/box | \$60/box |



Name, MAILING address & telephone:

SHIPPING address & telephone:

| | |
|-----------------|-----------------------|
| Name | |
| Company | |
| Street | |
| () -- | City, State, Zip Code |
| e-mail: | Residence? Yes No |
| Changes? Yes No | Delivery Phone () -- |

| New Releases | Price | Quantity | Amount |
|--|------------------|----------|--------|
| 2007 Helfer Vineyard Chardonnay | \$38/bottle | | |
| | \$20/half bottle | | |
| | \$80/magnum | | |
| 2007 Russian River Pinot Noit | \$40/bottle | | |
| | \$22/half bottle | | |
| | \$85/magnum | | |
| 2006 Alexander Valley Cabernet Sauvignon | \$38/bottle | | |

| Some Current Wines | Price | Quantity | Amount |
|--|----------------|----------|--------|
| 2006 Helfer Vineyard Chardonnay | \$38/bottle | | |
| 2006 Russian River Pinot Noir | \$40/bottle | | |
| 2004 or 2005 'Old & Mature Vines' Zinfandel | \$30/bottle | | |
| Zinfandoodle v.6.7 | \$18.75/bottle | | |
| 2006 Russian River Syrah | \$30/bottle | | |
| 2003 Scherrer Vineyard Cabernet Sauvignon | \$45/bottle | | |
| Subtotal | | | |
| November Thank you for helping us "Beat the Odds" Discount | | -5% | < > |
| Discount on wine for total orders of 12 or more bottles | | -10% | < > |
| Subtotal | | | |
| Sales Tax: Pick-up or CA Delivery 9% | | | % |
| FL, IL, LA, TX, MI, NH, NY, OH, VA include your tax & rate | | | |

Ship this wine when weather permits I will pick up this wine at the November Open House

| | |
|--|--|
| Shipping (see previous page). Chosen Method: _____ | |
| Total | |

Payment: Visa / MasterCard American Express Check enclosed to Scherrer Winery

| | | |
|--------|----------|--|
| Card # | Expires: | Security Code Visa/MC: 3 digits on back Am Ex: 4 digits on front |
|--------|----------|--|

I confirm I am at least 21 years of age. Date of Birth: / /

Signature: _____ Date: _____