

# ROESSLER *Cellars*

*Fall* 2003

## THE JOURNEY CONTINUES

I have always enjoyed getting out on the road, traveling cross country taking whatever path I found myself attracted to. There are always new and exciting stopovers that are a result of taking one road or another. Even though the end goal is always in sight, the journey in between always takes unexpected turns that prove in the end to be extremely rewarding.

The winery seems to be taking a similar path. Over the past three years, we've made some decisions that have given us valuable lessons in "Starting Your Own Winery 101"! But to look back on the path, we've enjoyed every moment, and still have our original goals in sight. Sales of our 2001 wines have been great, with our wines being served today in many of the finest restaurants and wine shops around the country (see list in *News Tidbits*). The 2002 wines are now in bottle and give every indication of being part of a tremendous year for Pinot Noir. The 2003 harvest, in spite of having had some ups and downs, seems to have provided us fruit with great flavors. Once again, we've also added a couple of new and exciting vineyards to the fold. The **Peay Vineyard** from Annapolis will be our first glimpse of what our Estate fruit will be like, since it's located just a couple miles from the new planting. We will be bottling about 250 cases of this Sonoma Coast Appellation wine. Our Anderson Valley blend, "**BlueJay**", which debuted in 2002, received some new grapes this year from Wiley Vineyard in Philo, from their 25-year-old vines. This will be added to the fruit from Savoy and Hein Vineyards. The **Gold Ridge Vineyard Pinot** we harvested this year turned out to be 5 tons, and should produce 250 cases when bottled. In addition to the **Sangiaco, Dutton Ranch** and the **Pisoni Vineyard** Pinots, we've added **Martinelli** and **Peay** for a total of 6 single vineyard designated Pinots in 2003. The **Sonoma County Pinot, BlueJay, Dutton Ranch Chardonnay** and **Gold Ridge Chardonnay** will fill out the 2003 collection of wines. For those of you who haven't tried the first release of our Chardonnay, it was really well-received and sold out quickly. The next Chardonnay will be our **2002 Dutton Ranch "Searby Old Vine" Chardonnay**, released in early December.

Our own Estate Vineyard was finally planted in August, and the extra time we spent in preparation seems to have paid big dividends. The vines are all extremely healthy and happy as can be, popping out of their plastic cartons trying to get as much sun as our fall season will allow. They should really take off come spring. The new Dijon 828 clone, which we planted a third of the vineyard with, seems to be getting rave reviews and we're really anxious to see how those vines fare. The only example of it we've had any opportunity to work with is coming from Lee Martinelli this year, and at the moment the fruit looks beautiful and is benefiting from an extended hang time due to the recent cooling period. If it continues to be a late harvest clone, we'll benefit from the long hang time in our coastal location.

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CALIFORNIA

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Fall 2003

Along with the great strides we've made in acquiring new and exciting vineyards, we've added our first two staff members at Roessler Cellars. **Tadeo Borchardt** was hired at the beginning of the harvest season to assist Wells Guthrie with our winemaking. He worked for the custom crush facility last season as an intern during harvest and, having demonstrated his passion for the work, was asked to stay on full time. His restaurant background prepared him for the long hard hours it takes to deal with the time commitments necessary during harvest. **Pieter Verheyde** is our other addition and he is now handling sales and marketing. Having been raised in a food and wine family in Belgium, Pieter didn't take long to move up through the ranks. After completing hospitality training, Pieter became the youngest sommelier ever to work in a 3-Star restaurant in France. At only 26, he has spent 6 years working with Alain Ducasse in France and New York before moving to California to further his career in the wine country. We are very excited to have added both these talented individuals to our winemaking family. Another family member has recently become much more involved as well... brother **Dick Roessler** has finally completed his retirement from Beckman-Coulter after 30 years, and is now a full-time resident of Sonoma. After 3 years of watching his investment move along, he can finally enjoy it on a daily basis.

**The Fall 2003 Release** is highlighted by our **2001 Savoy Vineyard Pinot Noir**, the **2002 Searby "Old Vine" Chardonnay** and our new 2002 AndersonValley blended wine we've called **"BlueJay"**. Having watched the Savoy Pinot evolve over the past 16 months in the bottle, we are extremely excited to finally make it available. It's our first Anderson Valley release and I have to say we are very proud indeed. The **2002 Dutton Ranch "Searby Old Vine" Chardonnay** will be available early December in limited quantity with only 89 cases available. The **BlueJay** is a blend of Savoy Vineyard and Hein Vineyard, both in the Philo area. It displays everything we love about AndersonValley Pinot, and at \$28, it is a great value.

As always, thanks to all of you for your support. I hope you're enjoying the beauty of Fall wherever you are, and that you'll have a wonderful Holiday Season made even more special by sharing some of our wines! Life is short... try to make each and every one of your days and nights more memorable by sharing great food and wine with those you love as often as you can.

Cin Cin.....!

Roger Roessler

# NEWS TIDBITS

Fall 2003

## DEBUTING AT JAMES BEARD HOUSE

Roessler Cellars' wines will be served for the first time at the James Beard House on January 16<sup>th</sup>, when we'll be pairing them with the exciting food of James McDevitt. It's our chance to showcase the wines – along with the exciting new cuisine from Restaurant Budo, our new location in downtown Napa, scheduled to open next spring. ([www.jamesbeard.org](http://www.jamesbeard.org))

## CATCH US AT ALL THE BEST WINE EVENTS

You'll find our wines being poured at the Family of Winemaker's Event scheduled for November 7<sup>th</sup>, at Fort Mason in San Francisco ([www.familywinemakers.org](http://www.familywinemakers.org)), as well as the World of Pinot Event held in San Luis Obispo March 4 – 6 ([www.wopn.com](http://www.wopn.com)).

## PINOT REPORTS

Our wines have recently received some great reviews and if you're interested in keeping up to date with Pinot Noir, I'd highly recommend you consider receiving a monthly newsletter put out by Greg Walters called "*The Pinot Report*". Greg is a longtime past West Coast Editor of the Wine Spectator, and has decided to focus all his attention on the exciting world of Pinot Noir: ([www.pinotreport.com](http://www.pinotreport.com)). Both our 2001 Dutton Ranch Pinot Noir and the 2001 Sangiacomo Pinot Noir received 92 pts., and the 2001 Sonoma County Pinot Noir received 91 pts.

## COAST TO COAST

Look for our wines at the following restaurants...

### SAN FRANCISCO

*San Francisco*

### NEW YORK

*New York*

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MASA'S  
POSTRIO  
DINING ROOM AT THE RITZ CARLTON  
ASIA DE CUBA  
RUBICON  
5<sup>TH</sup> FLOOR  
ONE MARKET  
ELIZABETH DANIEL  
ROSE PISTOLA

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DANIEL & CAFÉ BOULUD  
LE BERNARDIN  
UNION SQUARE CAFE  
NOBU  
UNION PACIFIC  
VERITAS  
JEAN-GEORGES  
GRAMERCY TAVERN  
CRAFT  
TRIBECA GRILL  
ORSAY  
NICE MATIN

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## TASTING NOTES FOR THE FALL RELEASES

We are currently working on the tasting notes for our recently bottled 2002 wines. Check our website at **ROESSLERCELLARS.COM** where we always have the latest notes and developments on our wines and winery.

# ROESSLER Cellars



*Fall 2003*  
**ORDER FORM**

1160 HOPPER AVENUE • SANTA ROSA • CALIFORNIA • 95403 • TEL: 707.933.8513  
FAX YOUR ORDER TO: 707.933.9617

## WINE OFFERING

AVAILABLE WINES	PRICE PER BOTTLE	NO. OF BOTTLES	TOTAL
2001 Savoy Vineyard Pinot Noir (750ml)	\$ 42		
2002 Dutton Ranch "Old Vine" Chardonnay (750ml)	\$ 36 <i>(available 12/8/03)</i>		
2002 "BlueJay" Anderson Valley Pinot Noir (750ml)	\$ 28		
2001 Sangiacomo Vineyard Pinot Noir (750ml)	\$ 34		
<b>SHIPPING &amp; HANDLING CHARGES</b>			<b>SUBTOTAL</b>
<i>Hawaii: contact us for rate.</i> AZ, CA, CO, ID, ND, TX, NV, NM, OR, MT, WA IL, IA, WI, MO, MN, WV, GA, LA, NE, NC, RI, SC, VA, CT, WY, NH			<i>Case discount (10%)</i>
QUANTITY	2-DAY	GROUND	2-DAY
			GROUND
1-2 BOTTLES	\$17	9	22
3-4 BOTTLES	\$26	10	25
5-6 BOTTLES	\$34	12	46
7-8 BOTTLES	\$41	15	58
9-12 BOTTLES	\$57	20	82
			37
			<i>State Sales Tax (7.5% for CA)</i>
			<i>Shipping &amp; Handling (see table at left)</i>
			<b>TOTAL DUE</b>

### BILLING ADDRESS

NAME \_\_\_\_\_ DAYTIME PHONE \_\_\_\_\_

ADDRESS \_\_\_\_\_

E-MAIL \_\_\_\_\_

### SHIPPING ADDRESS

NAME \_\_\_\_\_ DAYTIME PHONE *(required for shipping)* \_\_\_\_\_

ADDRESS \_\_\_\_\_

### PAYMENT METHOD

ENCLOSED CHECK     MASTERCARD     VISA

NAME ON CREDIT CARD \_\_\_\_\_ CARD NO. \_\_\_\_\_

EXPIRATION \_\_\_\_\_ CREDIT CARD BILLING ZIP CODE \_\_\_\_\_

SIGNATURE \_\_\_\_\_

TAKE ADVANTAGE OF A 10% DISCOUNT ON THE COST OF ANY COMBINATION OF 12 BOTTLES/CASE SHIPMENT.

**TERMS & CONDITIONS:** All orders will be filled on a first come first served basis. Remember to let your wine rest after shipment. Wines may be sold and delivered only to persons who are age 21 or over. Because our wines are hand-crafted and unfiltered, we may delay shipment due to extreme weather conditions. All alcoholic beverages are sold in California and title passes to you in California. We make no representation to the legal rights of anyone to ship or import into any state outside of California. You as a buyer are solely responsible for shipment of alcoholic beverage products. By placing an order, you authorize us to act on your behalf to engage a common carrier to deliver your order to you. PLEASE NOTE: If you do not have a legal shipping address, may we suggest you contact: All Ways Cool: 3351 Industrial Drive, Suite 1, Santa Rosa CA 95403 Phone: 707-545-7450 - or - 55 Degrees: 1210 Church Street, St. Helena CA 94574 Phone: 707-963-5513