

THE MERCY MESSENGER

Monterey County

Spring Shipment, February 2010

Volume I, Issue I

Mercy Harvest Notes - Vintage 2009

Mercy Vineyards' first vintage was in 2008, so one could say that that is when we were established. To say in 2009 that our company dated back to 2008 didn't sound like much. And now that we are in 2010? Well now our little company has some *History!*

For our second vintage, 2009, we continued to source fruit from Luis Zabala's vineyard, as well as that of Mark Chesebro's Cedar Lane Vineyard. In addition, we added Michael Griva's esteemed vineyard to the mix, giving us a who's who of Arroyo Seco AVA suppliers. All three of



these growers share a dedication to the land, farm for flavor and not tonnage, and have a long term perspective to their trade. They have been invaluable allies in these formative years of Mercy Vineyards.

Further, we added some new clones of Pinot and Chardonnay, giving us greater diversity in the cellar. And we now have two prestigious French coopers with whom we do business – Francois Freres and Dargaud Jaegle. This involves a selection of barrels produced from various forests, with different toast levels and tightness of grain. All of this enhances winemaker Alan Phillips' ability to create wines of great complexity in aroma with multiple layers of flavors.

As with all things, the proof of our success will be in the pudding. In January we joined Alan Phillips in evaluating the 2009 wines in barrel. Our belief is that the 2009 wines are some of the most exciting and complex wines in Mercy Vineyards' storied history! Joking aside, the Pinot Noirs were darker in color than the 2008 vintage, with luscious ripe flavors. The Chardonnays exhibited elegance and minerality with racy acidity. The Sauvignon Blanc is a worthy successor to the 2008 vintage that we all love, with white grapefruit and peach aromas. And finally, the Syrah is a monster!

We can't wait to try the blends that Alan Phillips will create from this promising vintage!

In this Shipment

This spring shipment is Mercy Vineyards' first (be sure to hold on to your newsletter as a collector's item). This said, we wanted to highlight the wines and provide club members some additional insight.

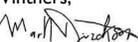
At Mercy, we encapsulate what we do by stating that we produce "Artisan Wines from the Arroyo Seco", and the wines in this shipment exemplify that notion: The 2008 Chardonnay, Arroyo Seco is a "classic", Burgundian-style Chardonnay where fruit and acid drive the wine yet the overall character has been enhanced by oak vinification. In this case, the fruit's innate acid structure (attributed to

the ideal growing conditions of the Arroyo Seco) was complimented by barrel fermentation, malolactic fermentation, and nine months of barrel age in French oak (33% new). This produces a rich, complex wine that compliments poultry, rich cream-based pasta and seafood dishes.

As with the Chardonnay, the 2008 Pinot Noir, Arroyo Seco, was classically vinified. The small clusters we simply stemmed (not crushed), and delivered to macro bins. After two days of dejuicing, the grapes were inoculated with yeast and fermentation ensued. The fermenting wine was punched down

twice daily, extracting as much color and flavor as the skins could yield. When dry, the resulting wine was racked off its lees, and barreled in French oak for 10 months. Classic Burgundian techniques result in a wine that has prominent berry and cherry aromas with supple tannins and rich texture. This wine pairs well with cassoulet and roast duck, rabbit or pork loin.

We truly hope you enjoy our inaugural offerings. Cheers!

Vintners,
 Mark Dirickson
 Mike Kohne

[Wine technical notes are enclosed]

In this Issue:

2009 Vintage Notes | 1

In this Shipment | 1

Mercy - A Label Story | 2

Upcoming Events:

March 12, 2010 - Friday Night Flights at Angela's Bistro, in Alameda. Donate \$10 and receive two glasses of wine. All funds raised will benefit the Alameda Education Foundation.

March 15, 2010 - Bistro Moulin Wine Dinner. A special 4-course dinner will be paired with 6 Mercy wines, including a sneak peek at the 2008 Arroyo Seco Syrah (barrel sample), at this special Monterey restaurant dinner. Call (831) 333-1200 for reservations.

June 26, 2010 - Walk in the Wild. Sample food and drinks while strolling through the Oakland Zoo. This event benefits the zoo and features over 70 fabulous restaurants, breweries and wineries.

(Additional info on these and other events can be found on the Mercy website, www.mercywines.com)



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ARTISAN WINES
FROM THE
ARROYO SECO

THE MERCY MESSENGER

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Mercy label - Icon artwork

"The figure... is Eos, goddess of dawn. She is holding two jars. The almost upright jar in her right hand contains the light of day she is bringing. The other jar which she is emptying contains the darkness of night which is coming to an end. It is a beautiful winged figure of dawn which comes from the 5th century B.C."

- Professor Apostolos Athanass, Classics
Department UC Santa Barbara

Mercy - A Label Story

Through the millennia, Man's quixotic attempt to produce the finest wines has borne an unyielding Truth: The Vine is always at the Mercy of Mother Nature.

Vintners Mark Dirickson and Mike Kohne believe that world-class wines are made in the vineyard and, to that end, that Mother Nature controls the ultimate quality of any wine. Such a notion is particularly true in a cool-climate growing region, like the Arroyo Seco, where grapes require extended hang-time to achieve full ripeness, and was the genesis of the winery's name, Mercy.

To capture the spirit of the Mercy endeavor, its name as well as vintners Mark and Mike's commitment to producing the finest wines from the marine-influenced Arroyo Seco appellation, designer Jeffrey Caldewey was

commissioned to create the ideal package.

Mr. Caldewey is one of the most respected and renowned label designers in the world. Invoking the "age-old" notion that wine has for millennium been tied to the Mercy of Mother Nature, Jeffrey ended up utilizing a piece of ancient artwork found on an un-earthed vase as the package's icon. The artwork depicts a winged woman soaring upward while carrying two amphora, and proved to be the perfect balance between visual aesthetic and overarching sentiment.

As for the artwork's origin, we understand that the image found on the vase dates back to the 5th century B.C. and is a reflection of deity Eos, goddess of dawn. For vintners Mark and Mike, the icon is not only beautiful but also the perfect symbol to represent the dawn (the beginning) of their new venture,