



THE MERCY MESSENGER



Monterey County

Spring Shipment, February 2011

Volume 2, Issue 1

Mercy-full Events

Well Mercy is hitting the road again and headed across the Golden State and beyond. With new distribution in New York, Ohio, Arizona and New Mexico, Mercy will be pouring wines in many new venues this year and, as always, hope to see our club members out and about.



First up this calendar year is World of Pinot Noir, March 4th-6th at the Cliffs Resort in Shell Beach. If you like Pinot Noir, this event is not to be missed. Mercy will be featured on Friday, the 4th, at two events. First the Pinot by the Sea pouring (3-6pm), a wine tasting that features a who's who of pinot noir producers, as well as hosting a table at the Dinner Extravaganza at Chamisal Vineyard (6-10pm). For more information and tickets visit the website, www.wopn.com.



The weekend following we showcase Mercy wines in San Diego at the Family Winemakers Southern California tasting. An organization filled with boutique and family owned wineries, the Family Winemakers event features an array

of producers with many different wine types and styles to taste. The event will be held on Sunday, March 13 at the Del Mar Fairgrounds from 3pm to 6pm. With over 200 wineries this event always sells out. Tickets are \$55 per person but use the discount code *HaveMercy* and receive a 15% discount. More information as well as a link to purchase tickets can be found on the Family Winemaker's website, www.familywinemakers.org.

On April 30 Mercy will be pouring at the Spring Splash event happening at the Rock Wall Wine Company in Alameda. Overlooking the San Francisco skyline the Rock Wall Open House involves all the Alameda Point Vintners. The tasting goes from 1pm to 5pm and includes wines from ten boutique wineries, live music, heavy appetizers and more. Mercy will be pouring a full line up of wines and purchases can be made at the event. Visit www.rockwallwineco.com for more info and tickets (\$25 early bird tickets are available prior March 31, 2011).



For a complete and continually updated listing of Mercy-full events check the Mercy website. And check out the next Mercy Messenger for details on featured summer events, including a Walk in the Wild at the Oakland Zoo, a special wine pairing and cooking demonstration dinner at Ramekins Culinary School in Sonoma, and more...

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Tax-day Savings!

The winery is offering **special club pricing** on all wines purchased **online** through April 15, 2011...

Club Double-Dip Online:

Through tax-day wine club members (only) can purchase all Mercy wines at 20% off normal prices via the website. In addition to the discounted pricing, members also receive their volume discounts (10-20% depending on purchase quantities). Act fast as a few of the bottling are very close to selling out.

To take advantage of the special pricing be sure to log into your account while visiting the Mercy website, www.mercywines.com.

If you need help accessing your account please call the winery at (ext 22) or email club@mercrywines.com.

In this Shipment: Spring Fever

Well, so far, the winter of 2011 in Monterey has been eerily similar to the winter of 2009 (in terms of avg. monthly rainfall and avg. daily temps), the vintage from which we present our current club selections: the Zabala Vineyard Pinot Noir and Arroyo Seco Sauvignon Blanc.

Both wines are the progeny of the Zabala Vineyard. Located in the northern portion of the appellation, the Zabala property is extremely exposed to the marine influences of the Pacific. One of the appellation's coolest sites (pun intended), howling winds rack the site every afternoon, while fog blankets the vines during the summer evenings. These attributes along with intriguing soil

conditions, old vines as well as meticulous farming practices make wines from this vineyard stand out.

The Sauvignon Blanc grown at Zabala Vineyard is Musque clone. With ancestry to France's Loire Valley the clone is extremely fragrant and rich. For stylistic purposes we harvest a degree (brix, sugar) early, relative to California standards. This allows us to achieve two things: the fruit has elevated natural acidity (this is commonplace in regions like Champagne) and less weightiness in its ultimate wine structure. Stainless steel fermented, a small portion (15%) was later committed to brief barrel aging. The wine is racy, with pineapple, fig, spiced lemon custard

and mineral notes.

The Zabala Pinot combines three different clones - Pommard, 115 & 667. In their majority the "Dijon" clones (115 & 667) give the wine great weight and density while the Pommard clone adds elegant nuances. The wine displays juicy berry aromas along with pomegranate, cherry, cola, cinnamon spice and earthy characters. It is dark in color and has a very age-worthy structure!

As always, we hope you enjoy! Cheers.

Vintners,

 Mark Dirickson

 Mike Kohne

[Wine technical notes are enclosed]



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The 20 - Delicious Innovation

Firmly rooted in tradition, we seldom get to talk about innovation in the wine industry. However, prior to our first bottling at Mercy we met the owners of a young and entrepreneurial wine firm called **The 20** (or XX). The company's name pays homage to uniqueness of location (think of it like dispatch asking "driver, what's your twenty") as they are dedicated to bringing their clientele rare wines from distinct vineyards and special growing regions. Of course, how they deliver wine to their clientele is what makes The 20 innovative.

Essentially wine-in-the-box, this is not your local



The 20's elegant, custom made packaging sets them apart

To learn more visit the20wines.com

grocer's boxed wine. The difference is two-fold and impactful to fine wine drinkers: they partner with small, family wineries and purchase select barrels of amazing wine. The wine in barrel is then gently transferred into special wine botas (3-liter pouches) using proprietary equipment. Secondly, The 20 created a great visual concept for their wine pouches. Housed in beautifully designed and fabricated wood boxes with silver-plated taps, customers get the sense that they are tapping a barrel of delicious artisanal wine in their own home. All and all, the 20 sets a new, high standard for boxed wine.

In addition to their box's good looks and delicious contents, the benefits of any boxed wine (let's face it there are benefits), like low spoilage due to both oxygen or cork taint, are also afforded to The 20's wine botas. This includes what we believe to be their product's greatest attribute, the minimizing of waste (bottles, capsules and cork) through refillable wine pouches. As evident by their slogan "better wine. better for the planet", we know this type of

innovation will resonate with wine drinkers.

Recently The 20 released to their members (both consumers as well as restaurants) botas of the Mercy 2008 Arroyo Seco Pinot Noir. With a sense of partnership, we offered a single barrel of the Zabala Vineyard pinot (just prior to bottling) - an example of the caliber of wines offered to their clients. Such clients join by purchasing one of three packages. Each package comes with a wooden box as well as varying amounts of wine. Then each month customers receive an email allowing them to opt-in for new monthly selections, which include multiple offerings of both white and red wines. Additionally, clients can at any time log into The 20's website and purchase from their catalog of new and older selections of available wines (quantities of each wine vary).

Eco-friendly and much more, such innovation has never been more fun, nor has it ever tasted so good. To learn more about The 20 visit their website, www.the20wines.com.