



THE MERCY MESSENGER



Monterey County

Summer Shipment, May 2010

Volume I, Issue 2

Mercy hits the Road

As spring turns to summer, many important things are happening at Mercy Vineyards. And, amidst all these things, like getting ready to bottle many of the 2009 vintage wines and working with our growers on the 2010 harvest, we have put together a packed summer calendar of events.

The many events all vary in nature. Some are benefits, some are varietal-specific tastings, others are appellation-specific tastings, and one features a wide variety of independently owned California wineries. Whatever the agenda and scope, we look forward to participating in all of them and showcasing Mercy wines.

Highlights of our calendar thus far (additional events are



An up-to-date listings of all events can always be found on the Mercy website:

www.mercywines.com

In this Shipment

Our summer shipment includes two of our most unique and favorite wines. As with every newsletter, we enjoy elaborating on the selections.

In this shipment we feature the 2008 Arroyo Seco Sauvignon Blanc. The fruit is from the Zabala Vineyard and is a particular clone called Musque. Musque is found in vineyards throughout the Arroyo Seco AVA and is, generally, a very aromatic clone. This said, it can also produce an oily and heavy-styled wine depending if picked when over-ripe. Therefore, we pick the fruit at about 22.5° Brix (sugar). While this may seem immature by California standards, we feel that the early

pick results in desirably higher levels of natural acidity. At the winery the fruit was whole-cluster pressed as well as fermented and aged in stainless steel tanks. The result of winemaking technique, the clonal selection and the minerality that is inherent to Arroyo Seco white wines is a dry, racy, Sancerre-like Sauvignon Blanc. Perfect for summer, the wine is ideal on its own or as a compliment to fresh seafood dishes.

The 2008 Pinot Noir from Cedar Lane Vineyard, like the Sauvignon Blanc, is very classically styled. Situated just beneath the Santa Lucia Highlands, Cedar Lane provides

listed on the panel to the right), are as follows:

Walk in the Wild - Held at the Oakland Zoo on Saturday, June 26 from 5pm to 10pm this fundraiser allows one to experience the zoo as never before. Stroll through the zoo at night while enjoying some of the Bay Area's finest epicurean offerings. More than 90 restaurants, breweries, and wineries will be on hand. For more information and tickets visit www.oaklandzoo.org.

Pinot Days San Francisco, Grand Festival. Held at Fort Mason from 1pm to 5pm, on June 27, consumers will be able to explore American Pinot Noir. Over 220 producers from almost domestic Pinot Noir region will be on hand to show their wines. Admission is \$60 per person. Visit the website for tickets and information - www.pinotdays.com.

The Chardonnay Symposium, Grand Tasting - This inaugural event will be held at the Tres Hermanas winery on Foxen Canyon Road in Santa Maria on July 3, from 2pm to 5pm. Chardonnay producers from the Central Coast and beyond will be on hand to celebrate the world's most popular white wine varietal. For more info and tickets visit www.thechardonnaysymposium.com.

More events (the list seems to grow every day) and details can be found on our website mercywines.com. We hope to see you at one of these events this summer!

Mercy with two specific clones of Pinot, Pommard and "Dijon" 667. Using traditional Burgundian winemaking techniques, the wine is gently vinified and aged in French oak for 10 months. The wine showcases a complexity, an elegance that is a hall mark of the vineyard. Redolent of red berry fruits, layers of spice, bread dough and earthy aromas exude from the glass. The wine pairs well with mushroom based dishes of wild game.

As always, please enjoy the wines!

Vintners,


Mark Dirickson


Mike Kohne

[Wine technical notes are enclosed]

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More Events:

July 18, 2010 - Alameda Meals on Wheels Community Faire & Wine Tasting. Held at the Rock Wall Wine Company from 1pm to 5pm, this large community event (attendance of approx 2,000 people) benefits the Alameda Meals on Wheels charity.

August 8, 2010 - MCVGA Winemaker Celebration. Held at Custom House Plaza from 1pm to 5pm, this annual event features Monterey County wineries. For more info visit www.montereywines.org.

August 22, 2010 - Family Winemakers San Francisco Tasting. Held at Fort Mason's Festival Pavilion from 3pm to 6pm, the event features wines from over 350 family-owned wineries. For more info visit familywinemakers.org

(Additional info on all events is available on mercywines.com)



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Volume 1, Issue 2 May 2010

Conversation with Steve Heimoff of Wine Enthusiast magazine



We have been notified by the Wine Enthusiast Magazine that the Mercy wines will be rated in their upcoming August 2010 issue. A sneak peak, the scores for the wines in this wine shipment will be as follows:

94 points - 2008 Pinot Noir, Cedar Lane Vineyard

89 points, Editors Choice - 2008 Arroyo Seco Sauvignon Blanc

(Additionally, look for the 2008 Arroyo Seco Sauvignon Blanc to be featured in an upcoming Bon Appetit issue)

In late March, vintners Mark and Mike sat down with Steve Heimoff, the West Coast Editor of the Wine Enthusiast, to present their first vintage of Mercy wines. It was a casual meeting where wines were tasted but not evaluated (Steve rates all wines blind and in a private setting). The conversations revolved around the winery, its story, name, winemaking and many other related subjects. Through all the various discussion strings one thing kept coming up; the state of the Arroyo Seco AVA and its great promise from an all-around recognition standpoint.

A couple of days after the sit down, Steve wrote a great entry on his wine blog (in addition to working for Wine Enthusiast Steve also writes daily on a very highly regarded blog, steveheimoff.com). His article

provides a great technical and personal overview of the appellation. Among his many personal findings he wrote, "the Arroyo Seco really does have that 'placeness' that a good wine region needs. It has terroir... The result of the climate and the stony soils gives wines of character, great fruitiness and high natural acidity and minerality, which are wonderful traits for a wine to possess." As for the Mercy wines, following a list of his favorite Sauvignon Blanc, Chardonnay and Pinot Noir producers from the Arroyo Seco, Steve remarked "and now, I like all three of those varieties from Mercy". A nice compliment in a great article.

To read Steve's entire blog visit his website www.steveheimoff.com, and search "Mercy" (the entry is dated April 2, 2010).