



S C H E I D  
V I N E Y A R D S

**SEPTEMBER 2017**  
VIN'S CLUB  
NEWSLETTER

## LETTER FROM THE SCHEID FAMILY

Dear Friends,

It's that time of year again. Crush is in full swing in Monterey County and we can hardly contain our excitement. Our winery and vineyards are bustling with activity and we have been delighted with perfectly average yields and fantastic fruit quality.

This year's harvest marks several firsts for Scheid Vineyards. Of particular significance, we are executing our first 100% wind-powered harvest using our newly installed wind turbine on our home ranch in Greenfield. The hard-to-miss new addition to the landscape at our estate is of monumental importance to our ongoing efforts in sustainability. Our annual Vin's Club Harvest Party is just around the corner and will be a great opportunity to visit the estate and learn more about our latest initiatives.

2017 will be remembered for another very important first at Scheid. Our newest and eleventh estate vineyard, Isabelle, saw its inaugural harvest and we couldn't be more pleased. Friends and co-workers from all departments came together in the wee hours of August 14th to help hand-pick the first bins of grapes from this special little vineyard. The small, two-and-a-half-acre property is our northern-most ranch, located towards the very top of the River Road corridor. Planted exclusively to Chardonnay and Pinot Noir, it is to be the new sole source for our sparkling wine, Isabelle. Our grandma, Isabelle was the hardest working person we've ever known, which is why we named the most difficult and time-consuming wine we produce – traditionally crafted méthode champenoise – after her. We like to think that she is always watching over us and we strive every day to make her proud.

We look forward to seeing everyone at the Harvest Party on October 7th. It is our immense pleasure to open our doors (and our bottles) for our wonderful club members in appreciation for your support. It is the greatest reward to celebrate the season with you all!

With warmest regards,

The image shows two handwritten signatures in black ink. The first signature, on the left, is 'Scott Scheid' and the second, on the right, is 'Heidi M. Scheid'. Both are written in a cursive, flowing style.

Scott Scheid and Heidi Scheid

## CURRENT RELEASES

WHITE WINES	BOTTLE	ESTATE CLUB	RESERVE & CASE CLUBS
2016 Albariño	\$22	\$17.60	\$15.40
2015 Chardonnay	\$25	\$20.00	\$17.50
2015 Grenache Blanc	\$22	\$17.60	\$15.40
2015 Odd Lot White	\$19	\$15.20	\$13.30
2015 Pinot Blanc	\$26	\$20.80	\$18.20
2016 Sauvignon Blanc	\$20	\$16.00	\$14.00
2013 Triple Layer White	\$26	\$20.80	\$18.20
2016 Viognier	\$26	\$20.80	\$18.20

### RED WINES

2013 Cabernet Sauvignon	\$32	\$25.60	\$22.40
2014 GSM	\$28	\$22.40	\$19.60
2014 Merlot	\$24	\$19.20	\$16.80
2014 Odd Lot Red	\$24	\$19.20	\$16.80
2013 Petite Sirah	\$36	\$28.80	\$25.20
2014 Pinot Noir	\$36	\$28.80	\$25.20
2013 Tannat	\$36	\$28.80	\$25.20
2014 Tempranillo	\$28	\$22.40	\$19.60

### RESERVE WINES

2013 Chardonnay Reserve	\$38	\$30.40	\$26.60
2014 Chardonnay Reserve SLH	\$45	\$36.00	\$31.50
2011 Claret Reserve	\$68	\$54.40	\$47.60
2011 Claret Reserve Magnum	\$175	\$140.00	\$122.50
2013 Pinot Noir Reserve	\$50	\$40.00	\$35.00
2013 Pinot Noir Clone 115 Reserve	\$65	\$52.00	\$45.50
2013 Pinot Noir Clone 667 Reserve	\$65	\$52.00	\$45.50
2013 Pinot Noir Clone 777 Reserve	\$65	\$52.00	\$45.50
2012 Pinot Noir Reserve SLH	\$75	\$60.00	\$52.50
2011 "Isabelle" Sparkling Wine	\$48	\$38.40	\$33.60

### DESSERT WINES

2015 Late Harvest Riesling	\$23	\$18.40	\$16.10
2011 Closing Bell	\$39	\$31.20	\$27.30

### VIN'S LIBRARY WINES

2006 Claret Reserve	\$75	Library Club Exclusive
2007 Claret Reserve	\$75	Library Club Exclusive
2008 Claret Reserve	\$75	Library Club Exclusive
2009 Claret Reserve	\$75	Library Club Exclusive
2007 Grenache	\$40	Library Club Exclusive
2007 Petite Verdot Reserve	\$65	Library Club Exclusive
2007 Pinot Noir Reserve	\$50	Library Club Exclusive
2010 Pinot Noir Reserve	\$50	Library Club Exclusive
2007 Syrah	\$40	Library Club Exclusive

### MEMBERSHIP BENEFITS

Estate Club	Case Club	Reserve Club
20% discount	30% discount	30% discount

## **FEATURED WINES** | YOUR WINE SELECTION WILL VARY BASED UPON YOUR CLUB MEMBERSHIP

### **ESTATE CLUB | PRICE INCLUDES 20% DISCOUNT**

#### **2015 ODD LOT WHITE, MONTEREY**

\$15.20 BOTTLE | \$159.60 CASE

Aromas of stone fruit, green apple and citrus lead into a lively blend of tropical fruit flavors. A soft, round mouthfeel is complemented by a crisp acidity and fresh fruit finish.

#### **2015 CHARDONNAY, MONTEREY**

\$20.00 BOTTLE | \$210.00 CASE

A core of fresh pineapple with notes of crisp apple and lemon. A kiss of vanilla completes this fresh and lively vintage of the classic varietal.

#### **2016 VIOGNIER, SAN LUCAS VINEYARD, MONTEREY**

\$20.80 BOTTLE | \$218.40 CASE

With striking aromas of stone fruit and orange blossom, our 2016 Viognier bursts with layers of peaches and apricots that lead into a crisp, clean finish.

#### **2014 ODD LOT RED, MONTEREY**

\$19.20 BOTTLE | \$210.60 CASE

Aromas of blackberry, cassis, and ripe plum framed by notes of chocolate and spice. The palate is soft and silky with a smooth, lingering black fruit finish.

#### **2014 GSM, MONTEREY**

\$22.40 BOTTLE | \$235.20 CASE

Featuring ripe raspberry flavors of Grenache, subtle spiciness of Mourvèdre, and the jamminess of Syrah, this captivating blend is a balance of delightful flavors.

#### **2014 PINOT NOIR, MONTEREY**

\$25.20 BOTTLE | \$302.40 CASE

Vibrant fresh raspberry and juicy cherry lead with accents of delicate rose petal, a touch of vanilla, soft oak spice, and graceful tannins.

### **RESERVE CLUB | PRICE INCLUDES 30% DISCOUNT**

#### **2014 CHARDONNAY RESERVE, ESCOLLE ROAD VINEYARD, SANTA LUCIA HIGHLANDS**

\$31.50 BOTTLE | \$378.00 CASE

A rich and balance Chardonnay that has a velvety texture on the palate with flavors of red apple and shortbread leading to a mouthwatering finish.

#### **2013 PINOT NOIR RESERVE, MONTEREY**

\$35.00 BOTTLE | \$420.00 CASE

An elegant wine with enticing aromas of ripe strawberry, cherry, rose petal and truffle, effortlessly balancing richness and finesse.

#### **2011 CLARET RESERVE, MONTEREY**

\$47.60 BOTTLE | \$571.20 CASE

Sophisticated assemblage of the five noble grapes of Bordeaux. Black currants and ripe plums with notes of leather and cedar, and beautiful structure for cellaring.

## SHIPMENT SCHEDULE | MARK YOUR CALENDAR!

2017 Vin's Club Release Schedule

March 6 | May 8 | September 18 | November 6



### VIN'S LIBRARY SELECTIONS

#### **2007 GRENACHE, MONTEREY**

\$40.00 BOTTLE | \$480.00 CASE

A beautifully developed Grenache with a garnet hue. Exuding bright fruit, with ripe raspberry and blackberry mingling with layers of cigar box and cedar.

#### **2007 SYRAH, MONTEREY**

\$40.00 BOTTLE | \$480.00 CASE

Jam-packed with ripe black fruit moving seamlessly into a supple, lingering finish with notes of mocha, vanilla and cracked black pepper.

#### **2010 PINOT NOIR RESERVE, MONTEREY**

\$50.00 BOTTLE | \$600.00 CASE

Comprised of the top four barrels of the 2010 vintage, this elegant wine opens with aromas of black cherry leading into forest floor and earthy truffles.

## WIND-POWERED WINE

As a family-owned winery, we are committed to sustainability throughout the operations at Scheid Vineyards. From our founding in 1972, we've held firm to the belief that this can only be achieved through following the three E's of sustainability: Environmentally sound practices, social Equity and Economic viability. When the land is respected and the people who farm it and live in our community live well, true sustainable quality can be attained.

All 4,000 acres of our estate vineyards are officially certified by the California Sustainable Winegrowing Alliance. 100% of our wastewater is recycled and all our grape must is composted and spread as nutrition in the vineyards. We use 100% drip irrigation and low impact farming methods. We even have 250+ owl boxes to control rodent populations naturally. Our commitment to environmental stewardship and equitable treatment of our employees is woven into the fabric of Scheid Vineyards. We are dedicated to adhering to sustainable farming practices every day and investing in our workforce through real, meaningful programs.

Installing a new wind turbine is yet another facet of our desire to be good stewards of the environment. In July, we erected a huge wind turbine on our estate property in Greenfield. The windmill's blades reach 396 feet into the sky and will generate 100% of the power needed to run the winery and bottling operations—185 megawatts annually. It's the perfect power source for the inexhaustible winds of the Salinas Valley and a new reason to feel great about pouring yourself a second glass of your favorite Scheid wine!





## **ANNUAL WINE CLUB HARVEST PARTY**

**SATURDAY, OCTOBER 7**

Help us celebrate crush at our Scheid Vineyards Annual Wine Club Harvest Party! Let us show you our appreciation by joining us for an afternoon of live music, delicious food and wine, fun activities and exclusive wine specials.

## **HARVEST BBQ AT ISABELLE VINEYARD**

**SUNDAY, OCTOBER 29**

This will be our first ever event at our very special Isabelle Vineyard on River Road. Named for Al Scheid's beloved mother, and also the namesake for our beloved sparkling wine, Isabelle, we grow traditional Champagne grapes on this small plot at the base of the Santa Lucia Mountains. We're having a harvest feast amongst the vines and popping some bottles in celebration of the 2017 vintage.

## **ANNUAL WINE CLUB PARTY IN THE HANGAR**

**FRIDAY, DECEMBER 1**

We'll be raising our glasses to toast the holiday season with our Wine Club Members at our Annual Party in the Hangar! Join us once again at the Del Monte Aviation private jet hangar for a first class evening featuring the virtuoso talents of the Monterey Jazz Festival All Star Band, amazing food, wine, Marich Premium Chocolates, and a special holiday gift boutique!

## **ANNUAL WREATH MAKING OPEN HOUSE**

**SATURDAY, DECEMBER 2**

Let's get crafty for the holidays! Stop by with your family & friends to make a grapevine wreath. Light snacks and wine specials available. Bring your gloves and any special holiday decorations, we'll provide the grapevines and ornaments to decorate your wreath. This event is our way to celebrate the season with our community.

*Visit our website for more information or contact Michelle McDaid at 831.455.9990 or [michelle@scheidvineyards.com](mailto:michelle@scheidvineyards.com). Follow us for the latest event and winery updates!*



## **SAVE THE DATE**

CALENDAR OF EVENTS | FALL & WINTER 2017