

November 2026

Scheid Vineyards Club Release



In your Glass this Season

We're rolling straight from our October Harvest Party into an exciting November release! It was such a pleasure spending the day with nearly 400 of our amazing wine club members. Thank you to everyone who joined us and made it such a memorable celebration!

As we head into November with the holidays right around the corner, we're excited to share something special with you. This allocation marks the debut of our 2022 Petite Sirah Reserve, our first Reserve bottling of this bold varietal. Grown at our organically certified White Flower Vineyard in Hames Valley, this wine showcases the rich, concentrated fruit of one of our estate vineyards. We're also excited to bring back our 2021 Petite Sirah and 2019 Claret. Our winemaking team is thrilled with how beautifully both wines are tasting, and we think they're the perfect additions to this release.



As the holiday season approaches, we hope Scheid wines find a place at your table, whether you're gathering with family, celebrating with friends, or sharing a favorite meal. Thank you for being part of our Scheid family, and cheers to a wonderful holiday season ahead!



2026 Happenings

We're excited to welcome you back to our upcoming November Pickup Party! Join us at our Carmel Tasting Room on Friday, November 13th, or Saturday, November 14th, to pick up your latest allocation and enjoy some time with fellow wine club members. Space is limited, so be sure to RSVP as soon as possible to reserve your spot!

Looking ahead to the holiday season, we're also excited to host our annual Wreath Making Event on Saturday, December 5th at the winery in Greenfield! Get into the holiday spirit by creating your own personalized wreath using canes from our estate vineyards while sipping Scheid wine. Local vendors will have food and other treats available for purchase, making it the perfect way to spend a festive day with us. This event is open to everyone, so bring your friends and join us for some holiday fun! Visit our website for more details on both events.

Featured Wines

Estate Club Selections

2025 GEWÜRZTRAMINER

\$25
Club \$20



Our 2025 Gewürztraminer bursts with aromas of pineapple, citrus, quince, lychee, and hints of floral notes. Medium-bodied and vibrant, it offers the perfect balance of residual sugar and soft acidity, giving it a wonderful lingering tropical fruit finish.

2025 PINOT BLANC

\$32
Club \$25.60



Our 2025 Pinot Blanc is a rich and expressive wine with fragrant aromas of pear, yellow apple and fresh figs with notes of butterscotch, vanilla and toasty oak. On the palate, it is medium-bodied with soft acidity. The lingering finish has subtle notes of caramel and sweet toasty oak.

2025 ROUSSANE

\$28
Club \$22.40



Our 2025 vintage is a classic Roussane with aromas of pear, green melon, stone fruit, and floral notes. The soft, medium-bodied palate has a balanced and crisp acidity, with a lingering bright fruit finish.

2021 PETITE SIRAH

\$42
Club \$33.60



Our 2021 Petite Sirah is rich and full-bodied, with deep color and bold aromas of blackberry, boysenberry, ripe plum, and subtle notes of tobacco and mocha. The palate is lush and generous, with smooth tannins, integrated bright black fruit, and a lingering gentle oak finish.

2023 PINOT NOIR

\$42
Club \$33.60



The vibrant ruby color of our Pinot Noir showcases intense aromas of raspberry, cherry and currants, with hints of mocha, vanilla and smoky oak. The soft, structured tannins and bright red fruit harmonize with a sweet toasty oak finish, making this a joyful wine in the glass.

2023 TEMPRANILLO

\$42
Club \$33.60



Our 2023 Tempranillo opens with inviting aromas of ripe blackberry, juicy plum, and sweet tobacco, accented by subtle notes of dark chocolate, vanilla, and smoky oak. On the palate, rich black fruit plays beautifully with soft and structured tannins, delivering a smooth, lingering finish of sweet oak.

Reserve Selections

2019 CLARET RESERVE

\$90

Club \$72.00



Our 2019 Claret is a sophisticated assemblage characterized by concentrated aromas of blackberry, elderberry, and ripe plum with hints of allspice, mocha and toasty oak. The dense flavors and balanced tannins of this full-bodied wine unfold into a long, layered black fruit finish. Drinking beautifully now, the 2019 is built for cellaring and will continue to develop over the next decade or more.

2022 PETITE SIRAH RESERVE

\$75

Club \$60.00



Our 2022 Petite Sirah opens with inviting aromas of blackberry, plum, and blueberry, followed by concentrated dark fruit flavors layered with dried herbs, black tea, and delicate lilac notes. A lingering touch of sweet oak complements its medium-bodied structure, while smooth, balanced tannins carry through to a satisfying finish.

2022 PINOT NOIR CLONE 777

\$75

Club \$60.00



It is characterized by small berries, which results in a more intense color than many Pinot Noirs, and good tannin structure suitable for aging. Our Clone Series 777 is dense and complex, with highly structured tannins built to age. Handcrafted in minute amounts, this Pinot possesses aromas of black cherry and raspberries, with notes of vanilla, hazelnut and oak.



Library Exclusives

2013 CLARET RESERVE 1.5L MAGNUM



\$250 | Club

Member exclusive

Our 2013 Claret is a sophisticated assemblage characterized by concentrated aromas of blackberries, ripe plum and elderberries, with rich flavors of chocolate, cedar, vanilla and toasty oak. The dense flavors and balanced tannins of this full-bodied wine integrate perfectly for a long, layered finish. Carefully aged in our cellar, this vintage has developed beautifully over time. Recently revisited by our winemaking team, it is showing wonderfully today, offering an exceptional opportunity to enjoy a beautifully matured wine at its finest. A special bottle to share around the table, it's the perfect addition to your holiday gatherings this season.

2015 ISABELLE SPARKLING



\$75 | Club

Member exclusive

The aromas of citrus, green apple, and pear mingle with hints of currant and notes of toasted brioche and yeast, reflecting the added complexity of age. On the palate, ripe fruit is complemented by crisp, balanced acidity and a fine, delicate mousse, with subtle layers of toasted bread and a lingering, elegant finish.



Coffee-Rubbed Braised Beef Short Ribs with Blackberry Balsamic Glaze

Paired with our 2022 Petite Sirah Reserve

Why It Works: The blackberry glaze highlights the wine's rich dark fruit flavors, while the coffee rub complements its black tea notes. Fresh thyme and rosemary enhance the wine's savory character, and the tender, slow-braised beef balances its structured tannins. A touch of balsamic brightens the glaze, complementing the wine's lingering sweet oak finish.



PREP TIME
25 MINUTES



COOK TIME
3-3 ½ HOURS



SERVES 4

For the short ribs:

- 3–4 lb bone-in beef short ribs (about 4 large ribs)
- 2 tbsp finely ground coffee
- 1 tbsp brown sugar
- 1 tsp smoked paprika
- 1 tsp garlic powder
- 1 tsp kosher salt
- ½ tsp freshly ground black pepper
- 2 tbsp olive oil
- 1 medium yellow onion, diced
- 2 carrots, diced
- 3 cloves garlic, minced
- 2 tbsp tomato paste
- 1 cup dry red wine
- 2 cups beef broth
- 2 sprigs fresh thyme
- 1 sprig fresh rosemary
- 1 bay leaf

For the blackberry balsamic glaze:

- 1 cup fresh or frozen blackberries
- 2 tbsp balsamic vinegar
- 1 tbsp honey or brown sugar, to taste
- ½ cup braising liquid, skimmed of excess fat
- 1 tbsp unsalted butter (optional)

1. Prepare the coffee rub

Preheat the oven to 325°F. In a small bowl, combine the ground coffee, brown sugar, smoked paprika, garlic powder, salt, and black pepper. Pat the short ribs dry and rub the mixture evenly over all sides.

2. Sear the short ribs

Heat olive oil in a large Dutch oven over medium-high heat. Working in batches, sear the ribs on all sides until deeply browned, about 3–4 minutes per side. Transfer to a plate.

3. Build the braising base

Reduce the heat to medium. Add the onion and carrots and cook for 5–6 minutes until softened. Stir in the garlic and tomato paste and cook for another minute. Pour in the red wine, scraping up the browned bits from the bottom of the pot. Simmer for 2–3 minutes.

4. Braise until tender

Add the beef broth, thyme, rosemary, and bay leaf. Return the short ribs to the pot, arranging them bone-side down where possible. The liquid should come roughly halfway to two-thirds up the ribs. Cover and transfer to the oven for 3–3½ hours, until the meat is fork-tender and nearly falling off the bone. Add a little broth if needed during cooking.

5. Make the blackberry balsamic glaze

Carefully transfer the ribs to a plate and tent loosely with foil. Strain the braising liquid into a saucepan and skim off excess fat. Add ½ cup of the liquid to a small saucepan with the blackberries, balsamic vinegar, and honey. Simmer for 8–10 minutes, gently crushing the berries until the sauce thickens slightly. For a smoother glaze, strain out the seeds. Whisk in the optional butter for a silky finish, then taste and adjust the sweetness or acidity.

6. Plate and serve

Spoon creamy mashed potatoes or Parmesan polenta onto each plate. Top with a short rib and generously drizzle with the blackberry balsamic glaze. Garnish with fresh thyme or parsley and serve warm alongside a glass of our 2022 Petite Sirah Reserve.

Current Releases

ESTATE

WHITE

Club Price

2025 Albariño	\$22.40
2024 Chardonnay	\$25.60
2024 Chardonnay Isabelle's Vineyard	\$25.60
2025 Gewürztraminer	\$20.00
2025 Grenache Blanc	\$22.40
2025 Grüner Veltliner	\$22.40
2025 Pinot Blanc	\$25.60
2025 Rosé	\$22.40
2025 Roussanne	\$22.40
2025 Sauvignon Blanc	\$20.00
2025 Viognier	\$22.40
NV Bubbly Rosé	\$22.40

RED

Club Price

2022 50/50	\$28.80
2022 Arbolitos (90 pts)	\$33.60
2023 Barbera	\$28.80
2023 Cabernet Sauvignon	\$33.60
2020 Dolcetto	\$28.80
2023 GSM	\$28.80
2022 Malbec	\$28.80
2020 Merlot	\$28.80
2023 Odd Lot Red	\$25.60
2021 Petite Sirah	\$33.60
2023 Pinot Noir	\$33.60
2023 Sangiovese (97 pts)	\$28.80
2021 Tannat	\$28.80
2023 Tempranillo	\$33.60
2021 Touriga Nacional	\$28.80
2022 Zin Bob's Way	\$28.80

DESSERT WINE

Club Price

2020 Closing Bell	\$36.00
2022 Petit Manseng	\$27.20



Current Releases

RESERVE

	Club Price
2023 Cabernet Sauvignon – Kurt’s Vineyard	\$60.00
2021 Chardonnay Reserve SLH	\$40.00
2019 Claret Reserve	\$72.00
2020 Isabelle Sparkling	\$40.00
2022 Merlot Reserve (94 pts)	\$48.00
2022 Petite Sirah Reserve	\$60.00
2021 Petit Verdot Reserve (92 pts)	\$60.00
2022 Pinot Noir Reserve	\$48.00
2021 Pinot Noir Reserve Clone 115	\$60.00
2022 Pinot Noir Reserve Clone 777	\$60.00
2023 Pinot Noir Reserve Clone Calera	\$60.00
2022 Pinot Noir Reserve Clone POM	\$60.00
2023 Pinot Noir Reserve Clone Martini	\$60.00
2021 Pinot Noir – Isabelle’s Vineyard (90 pts)	\$60.00
2022 Pinot Noir Santa Lucia Highlands	\$64.00
2021 Sauvignon Blanc Reserve	\$36.00
2020 Syrah (90 pts)	\$48.00
2022 Tusco Rosso	\$60.00

Library Wines

Hand-selected from our cellar, these rare vintages are offered in limited quantities. Please contact the tasting room directly for current availability.

UPCOMING EVENTS:

NOV
10

Tuesday Night Trivia Finals: Carmel-by-the-Sea Tasting Room

Enjoy a lively evening featuring a blind tasting paired with mixed-category trivia, making each event a fun and interactive experience. Pricing is \$25 per person, with complimentary admission for Wine Club members. This event is invite only.



NOV
13
&
14

Wine Club Pickup Party: Carmel- by-the-Sea Tasting Room

Come for your new November Club Releases and meet fellow members! Member-exclusive pickup party tickets include small bites, raffle ticket entry, and wines by the glass.



NOV
14

Paint & Sip: Greenfield Winery

Spend a beautiful day with us at our Greenfield winery, featuring Painte Studio Gallery. No experience needed, just bring your creativity and get ready for a fun, relaxing time. Enjoy great music and delicious wine while painting alongside fellow wine lovers and friends!



DEC
5

Wreath Making: Greenfield Winery

Get in the holiday spirit by making your own personalized wreaths while sipping Scheid wine. We provide the canes from our estate vineyards, and additional decoration materials, food and other treats will be available for purchase from local vendors. This event is open to all, we hope to see you there!

