

Whipsmart Wine Company

November 7, 2024

Hello from Sonoma County!

We hope this letter finds you well. The leaves are changing color and wine country is in that beautiful and relaxed period before the rains begin to fall. And autumn means a return to shipping and the release of our new wines!

To start, a couple words on the recently completed 2024 vintage: Really good! Last winter gave us lots of rain and the summer was warm but not too hot. While things did heat up towards the end of the growing season, that just helped the vines get over the finish line and ripen their fruit. We will have at least a couple different wines from this year including a Grenache-based iteration of our classic One Fine Morning.

But right now we are incredibly excited to offer you two brand-new wines and one new vintage of an old favorite! The 2021 Blanc de L'Annee Muscadelle is the latest version of our long-running light and refreshing white. Our 2023 Chaise Longue is an ultra-small production (25 cases) "natural-ish" Chardonnay from a single vineyard on the Sonoma Coast. And the 2023 The Fiddler Nero D'Avola is a light-bodied, vibrant, fruit focused red wine that is a cousin to our One Fine Morning (also made via carbonic maceration). More on these below.

In addition to these new releases, we have some remaining stock of previous vintages. A few cases remain of the 2018 reds, Mossy Block Zinfandel and Maiden Effort red blend, and the 2019 Infinite Regress Petite Sirah. They are in the perfect drinking window, but no need to thank us for aging them for you.

To get these wines in your hands before the holidays, we are offering **free ground shipping** on orders of six bottles or more. Shipping fewer than six bottles remains a flat \$20. Order by November 15 to ensure delivery by Thanksgiving.

2021 Sonoma Valley Muscadelle – Blanc de L'Année (\$14)

A new vintage of our light and refreshing white. The 2021 Blanc de L'Année is again 100% Muscadelle (an obscure white variety rarely seen in the U.S.) from vines planted in 1920 in Sonoma Valley. The wine was fermented in stainless steel and aged for nine months in well-seasoned French oak. It is crisp and refreshing and pairs with just about anything.

According to the *Wine Enthusiast*: "well-balanced wine made from old vines of the Muscadelle variety offers a combo of citrus and stone fruits backed by moderate acidity. An appetizing tanginess keeps it lively as you sip." Rated "Best Buy".

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2023 Sonoma Coast Chardonnay — Chaise Longue (\$20)

The 2023 Chaise Longue is our version of a "natural wine." It is 100% Chardonnay from organically-grown vines on the Sonoma Coast. Fermentation occurred spontaneously with indigenous yeast in a single once-used French oak barrel. The wine then slowly matured on its lees for 10 months before we bottled it unfiltered and unfiltered. The only addition to the wine was a minimal amount of sulfur (to prevent oxidation and extend ageability) at bottling. A very limited 25 cases were produced.

Notes of apricot, pineapple, and lemon curd are balanced by moderate acidity and oak-spice notes of cinnamon and cardamom. The silky texture finishes bright and clean.

2023 Russian River Nero D'Avola — The Fiddler (\$20)

While this is a new wine for us, it is a spiritual successor to our One Fine Morning. The Dolcetto grapes that we had been purchasing for the OFM were pulled out after having sustained damage in the wildfires in 2020. Searching for a replacement led us to three rows of Nero D'Avola in the heart of the Russian River Valley. Nero D'Avola is a variety indigenous to Sicily and renowned for maintaining refreshing acidity even in warm regions. We intended to release this Nero D'Avola as an updated version of the OFM and made it in the same way -- fermentation via carbonic maceration (natural intracellular enzymes, not yeast) and then pressing and finishing fermentation off-skins before bottling after just a few months aging in old French oak barrels. But the wine wanted to be something else. It shows the same vibrant fresh fruit character and light body as the OFM, but with a bit more structure, depth, and focus on dark fruit and spice elements. It was different enough to warrant its own name and label (a play on a certain Roman emperor). We still recommend serving it with a light chill and think that it will pair great with just about everything on the Thanksgiving table.

Vibrant purple in color, The Fiddler opens with intense fruit notes of cranberry, strawberry, and black cherry softly underscored by hints of clove and coffee. The dry and tangy finish leaves you wanting another sip.

That's what we have for you. As ever, thanks for supporting us and CHEERS!

Phillip

Buying and Shipping

Paying by cash, check, or electronic funds transfer: We happily accept and encourage payment by cash, check, Venmo, or Zelle (these eliminate our credit card processor's cut of the transaction). The website does not allow for such an order, so please just drop me a call (707-703-9271) or email (phillip@whipsmartwine.com) and we will work it out.

Pickups: If you are local or traveling to the area and would like to pick up your wine, you are welcomed to. "Pickup" is an option on the website (but disregard the computer-generated availability date). We can then arrange a mutually agreeable time and date.

Shipping Rates: Shipping wine is expensive. Bottles of wine are heavy and the delivery needs to be signed for by an adult. We employ a third party fulfillment company that stores and packs the wines and negotiates favorable rates with UPS and FedEx. For a limited time we are offering free ground shipping on six or more bottles and a flat \$20 to ship one to five bottles. If you are picking up your wine we will try to throw in a little something extra for making our lives easier (and less expensive).

Weather: Wine does not like to be frozen or heated. We will not ship wines if the weather is bad and keep in mind that once summer sets in we can't ship again until the fall.

Please Read: FedEx and UPS charge for returned shipments. An adult signature is required by law, so please be sure that someone will be available at your shipping address to sign for the delivery (a business address or FedEx store is highly recommended). Also, you will receive a tracking email when your wine ships so please keep track of when it is scheduled to arrive. Both FedEx and UPS will make three delivery attempts before your shipment is returned to us at which time you will be charged the return shipping fee and the cost to reship (if you want it reshipped). So please be sure that we have the proper shipping address and that someone will be around to receive it. Alternatively, FedEx (who we mostly use) will hold an order at one of their locations upon request. If this interests you, the option is available online.

Etc.: If you have any issues ordering, or would simply rather do it over the phone or by email, please call (707-703-9271) or email (phillip@whipsmartwine.com). I just beg you, no tweets.