

# Whipsmart

## Wine Company

March 7, 2022

Hello again!

I hope this letter finds you well! While the past couple years have taught us that we need to be resilient and ready for the worst, it does look like things might be on the upswing. We certainly hope so.

To start, a word on the 2021 vintage: Great! The wildfires that have ravaged the West Coast in recent years spared us this past year. While there were some fires in the east of the state, Sonoma was lucky to not have even a single smoky day. A year without evacuations and the uncertainty of smoke taint was a blessing. We did, however, endure another year of severe drought. The lack of rain resulted in a decline in grape yields but also an increase in flavor and color concentration. Less wine was produced but the quality of what was produced is excellent across the board. I look forward to sharing those wines with you in the future.

On a brighter note, the wines from the 2019 vintage look great! We did see some fires in 2019 but they started after the grapes had already been harvested. We have one red and one white from 2019 to offer you right now. The red is a Petite Sirah from the Battaglini vineyard in the Russian River Valley, the same vineyard that gave rise to the 2018 Mossy Block Zinfandel. The white is a Grüner Veltliner from Sonoma County. These are joined by the newest version of our One Fine Morning Dolcetto from the 2020 vintage.

Please also note that we have some remaining stock of previous vintages – meaning that we have seven wines that you can purchase right now including the aforementioned Mossy Block and everyone's favorite Maiden Effort. We have also shaved a couple dollars off the price of most of the wines – no inflation here!

So now on to the current releases and release prices. We are again subsidizing shipping with 1 – 6 bottles shipping for \$20 and 7 – 12 bottles for \$25. The wines will ship within a few days of ordering. But the shipping season, especially in the far south and Florida, will be coming to a close in the next month or two.

### **2020 Russian River Proper Carbonic Dolcetto – One Fine Morning (\$20)**

A new vintage of our yummiest wine. Whole grape clusters from the eastern hills of the Russian River Valley were fermented via carbonic maceration (fermentation via natural enzymes not yeast) and then pressed and finished off-skins before being bottled after just a few months aging in old French oak barrels. While the region did have some smoke issues in 2020, the method of carbonic maceration means that the juice and the skins (where smoke compounds reside) spent very little time in contact. As a lucky result, this wine shows absolutely no trace of smoke taint.

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Bright and juicy, the nose bursts with strawberry, raspberry, cranberry cocktail, and rosemary. Light-bodied, with fine tannins and fresh acidity — it's quite "smashable." Best served with a light chill.

### **2019 Sonoma County Grüner Veltliner — Grüvy (\$16)**

Our first white offering from 2019 (another Blanc de L'Année will be released when ready) is also our first ever Grüner Veltliner! The signature white variety of Austria, only a few Grüners are made in Sonoma County. Stylistically similar to the Smaragd-designated wines from the Wachua region in Austria, our Grüvy is still distinctly Californian in temperament. Sourced from a terraced vineyard on Sonoma Mountain, Grüvy was fermented in stainless steel and aged for 8 months in stainless steel barrels and another 8 months in well-seasoned French oak barrels.

Light to medium bodied with a round texture and balanced acidity. Aromas of pear, orange rind, and lavender give way to flavors of lime, aloe, rosewater, and more pear. Well balanced and very versatile with food.

### **2019 Russian River Valley Petite Sirah — Infinite Regress (\$24)**

The grapes for the 2019 Infinite Regress Petite Sirah come from the Battaglini vineyard (planted in 1885) in the Piner-Olivet region of the Russian River Valley. The grapes were hand-harvested at the peak of ripeness and fermented in an open-top fermenter allowing for punchdowns by hand and gentle pumpovers. After more than four weeks in tank, the wine was pressed to French oak barrels (25% new) and aged for 18 months before being bottled unfinned and unfiltered

A bold wine with flavors and aromas of cinnamon, black licorice, plums, blackberries, and blueberry pie. Substantial but smooth tannins and firm acidity frame the fruit forward flavors and provide a lush drinking experience.

That's what we have for you. We hope these wines will make your year a little better. As we start to see more folks traveling we would love for you to drop in and see what we are doing. 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, 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. We are again offering flat-rate shipping on our wines. One to six bottles will cost \$20 to ship and seven to twelve bottles will cost \$25. 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 faxes.