Dear Friends,

So, is Reserve gone for good? Well, yes and no! Yes, in terms of moving forward because it has been reintroduced as J. Schram Noirs. We will still see late disgorged versions of Reserve produced prior to the 2013 vintage for a few years. Case in point, we will be releasing small quantities of 2004 Reserve LD in three formats (750ml, magnums and jeroboams) on November 1st.

The harvest dates for J. Schram Noirs 2013 were August 16 to September 9, 2013, and the wine was bottled and placed in our caves for aging on April 14, 2014. It is made of 88% Pinot Noir and 12% Chardonnay. Most of the grapes were sourced in Marin County (65%) from the Skywalker, Grossi and Redding Ranch vineyards. Sonoma County represents 9% of this wine and we sourced some extraordinary Pinot Noir from the Nobles Vineyards. Napa county and Mendocino County represent respectively 9% and 1% of J. Schram Noirs. This wine is delicious upon release but will continue to evolve and develop more complexity for decades to come. I invite you to order this new release now and put some in your cellar, we expect it will disappear quickly.

The 2013 J. Schram Noirs follows the same logic; is primarily made with Pinot Noir and it replaces the wine known as Reserve. From a winemaking standpoint of view, the wine is exactly what Reserve used to be: it’s our top release for Pinot Noir and it incorporates a high percentage of barrel fermentation (30% in the case of this vintage) and a very long aging (8 years on the yeast in our caves for this wine). Now that Reserve became J. Schram Noirs it is now offered in a J. Schram shaped bottle.

Moving forward J. Schram now exist in three iterations: J. Schram Blancs, J. Schram Noirs and J. Schram Rose. To celebrate, we are unveiling the J. Schram Trilogy: one bottle each of 2013 J. Schram Blancs, J. Schram Noirs and Brut Rose packaged in a special wood case. It will only be available at our visitor centers.

Many thanks for your support.

Warm Regards,

Laurent Sarazin, Vice President of Sales & Marketing