

NEW RELEASE

2013 J. SCHRAM NOIRS



AN OLD FRIEND REINTERPRETED

Dear Friends,

It is always an event when we release a brand-new wine! New vintages happen every year, but a new wine is a rarer event. It is even rarer for the very best wines we make. I must go back to 2006 for the inaugural release of the 1998 J. Schram Rose!



Schramsberg Reserve was initially created in the late 60's and was temporarily discontinued upon the inaugural release of J. Schram 1987 in 1992. Due to popular demand, we resurrected Reserve with the 1986. For many years, these were our top tier wines, J. Schram and Reserve. J. Schram being Chardonnay based and Reserve being Pinot Noir based.

As we have enjoyed many decades with Blanc de Blancs and Blanc de Noirs and Brut Rose, we thought we would use the same logic when it came to our top tier wines. We would like to present to you, J. Schram Blancs, J. Schram Noirs and J. Schram Rose.

Earlier this spring we release the 2013 J. Schram Blancs which replaced the wine formerly known as J. Schram. We added Blancs to the name to indicate that just like our Blanc de Blancs it is primarily made with chardonnay.



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.

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.

Many thanks for your support.

Warm Regards,

Laurent Sarazin, Vice President of Sales & Marketing



PURCHASE
HERE

