

Fall 2011

Hey there everyone,

I know it is the season to start receiving all of those anticipated release and allocation letters. Truth be told, I look forward to receiving a few of those myself. The bad news is our release doesn't occur until February so I'm sorry to say that this isn't one of them. The good news is, at least with regard to this letter, your wallets and credit cards get a chance to relax and catch their breath.

Since this isn't a release letter, please don't let me keep you, have a great autumn and keep an eye out for our 2009 vintage release letter February 2012. I'll be sure to include additional information (other than the fact that they could be the best lineup of wines we've made to date), notes and reviews on the wines as the release approaches. Unfortunately, while a bump from last year, the total production for the vintage was right around 400 cases. Therefore, the wines will go quickly so please be sure to update your contact information as needed prior to the release.

For those of you that have signed up on our list and are patiently waiting to receive your official introduction to our wines, please note that following the 2009 vintage we opted not to renew any of our contractual agreements to sell fruit. For 2010 we kept all of our estate fruit and with the wines officially blended and returned to barrel we are anticipating a case production of roughly 1000 cases. Therefore, please know that your place on the list is secure, and while we will do our best to get as many people wine as we can, if you are unable to get an allocation from the 09 vintage your patience will no doubt pay off with the release of the 2010s.

If you do have a minute I've got a brief story to tell. Do you ever find yourself going along and all of a sudden realizing that something you take for granted on virtually a daily basis is actually pretty special? Today I got a reminder of how nice it is to be making wine in Westside Paso Robles. Actually I get plenty of reminders, but this one was in regard to my neighbors. We've become accustomed to the friendly nature of the local winemaking community. We welcome the sharing not only of meals and bottles of wine but of ideas, information and even equipment when needed. There is very little I can't ask of my winemaking friends here and very little they can't ask of me in return. This is simply the way it is.

Well not too long ago an energetic wine writer was in the area arranged to come by and taste our wines. Since we share winemaking space with a handful of other incredible local brands, there were a couple of other winemakers scheduled to taste with this gentlemen after we had finished. It just so happens that we were all in the building at the same time so we all grab a glass and promptly jump in and begin running through barrels each openly discussing how and why we ended up with the wines in hand. We all then found ourselves around a table with nearly a dozen open bottles of upcoming releases sharing wines, stories, and bad jokes at one another's expense. It was just another day at the office, at least in our minds. As it turns out this gentleman spends time tasting wines all over the world and apparently this type of open book sharing of philosophies as well as spotlight among wineries isn't exactly commonplace. In fact, it is pretty rare. Of course everyone is entitled to feel however they want about

whatever they want. How other wineries or regions choose to interact really isn't the point or any of my business for that matter. What got me thinking when this gentleman brought this tidbit to our attention was that it seemed like a shame to me. All of those fantastic conversations that aren't occurring is truly unfortunate. I mean How many of your new favorite things were discovered immediately following the statement, "hey you've got to check this out"? I'm grateful that in fact a number of you were introduced to Torrin in precisely that fashion. Wine, whether in its consumption or its creation is a lot like most things in life, the more we share and exchange the more enriched we become.

So I look forward to the next healthy neighborly debate on farming philosophies or cap management strategies. When we try one another's new blends, I eagerly await the looks on our faces along with a sincere "holy @%&\$!" or "nice try, but..." that comes from a friend not a competitor. Finally, I hope to continue reading emails and getting phone calls from people signing up on our list that credit their friends and a now empty bottle as motivation for tracking us down. This is what it is all about, the proof that to us, our neighbors, and our customers these bottles are a lot more than fermented grape juice. Thank you all for your continuing support of Torrin.

Take care,

Scott Hawley