

## **January 2013**

Hello Everyone,

I hope you all had a fantastic holiday season and are looking forward to a very happy and fulfilling 2013. Before we move forward, we want to thank you all for supporting us this past year. We received a number of very kind emails commenting on experiences with the wines over the course of the year and we are flattered to have been included in these often special occasions. I read a quote somewhere a long time ago and it went something like this, "Don't ask what the world needs, ask what makes you come alive and do that, because what the world needs is people who've come alive." If I've already pulled that one out of the hat before, forgive me, but that is why we continue to do this and your feedback reminds us that we are making the right choice. Once again, thank you.

In anticipation of our upcoming 2010 vintage release this February, we wanted to reach out and fill you in on a few of the details. This is an exciting year for us. First of all, we love the wines. It was a cooler year and the wines are rich, complex and really quite beautiful. The 2010 vintage gave us the kind of wines that winemakers like to share with other winemakers usually followed by a "you've got to check this out." Critically speaking, Wine Spectator has yet to see the wines, but early barrel tastings from the Rhone Report and Tanzer's IWC have been well received with scores ranging from 92 to 97 pts. As promised, this year we're going big! For 2010 we kept all of the fruit from our estate vineyard and produced just over 1000 cases of wine. I know, I know, it is still considerably smaller than most of our friends and neighbors here on the Westside of Paso, but it is quite a jump for us. Actually, it more than doubles our production from 2009. This will hopefully allow us to both reach a bit deeper into our waiting list, as well as get a few more bottles to those of you that have been patient with the frugal allocations over the last couple of years.

This year also marks the inaugural release of "Tsendere". We are certain this new blend will not only prove to be a welcome addition to the Torrin lineup, but a new favorite for many of you. With the addition of Tsendere, we will be releasing a total of four wines from the 2010 vintage. Therefore we will be giving your wine budget a breather by splitting up the wines into two releases. The first of which will be coming your way early February, with the second coming in October. The wines selected for the first release will be based on how they are showing come February. We will be sure to include more information on the wines and the vintage in the release letter.

Finally, we have made the leap into social media. It's taken a few years but we've arrived, so be sure to "like" us on Facebook as we will attempt to keep you all abreast to what's going on with Torrin. We will also be working on updating our website a bit so keep an eye out for that. And who knows, we may have another trick our two up our sleeve this year.

Thank you all again and please take a minute to update your account information, or if you don't have an account already set up please take the time and do it now to ensure you are on the mailing list for

the release notification in February. As in the past we will release the allocations in waves to our list based upon past purchase history and in the order of mailing list sign up dates.

If you are already on our mailing list please login here with your account information listed below to update any information:

Take care,

The Hawley Family

## **Spring -2013 Vintage Release Letter**

The time has finally arrived for the Torrin spring release. From the 2010 Vintage we are proud to offer “The Maven” and are extremely excited to introduce “Tsundere”. This is the first of two releases we will be offering this year. Our next release is scheduled for September and will include “The Banshee” and “Akasha”. This initial allocation wave opens February 12<sup>th</sup> and closes February 22<sup>nd</sup>.

We approach our growing and winemaking with open arms and embrace the subtle or significant differences each vintage brings us. Following a string of warm dry vintages, 2010 was an exciting change. It was certainly the coolest vintage I’ve seen in Paso since I arrived in 2000 and one of the coolest the local growers association has recorded to date. We made extra cluster thinning and manicuring passes in the vineyard to ensure we were not hanging too much fruit and were fortunate to have had mature fruit ready to harvest before the rain episodes of late October. As a result, the wines are as texturally rich and plush as the wines you’ve come to expect from Torrin, but more aromatic early with a certain graceful and feminine presence. We used a fair bit of stem inclusion across the board for the vintage so the wines exhibit spicy and earthy undertones. This is a vintage that will certainly appeal to those looking to really examine a wine and experience all of its subtleties, as well as, those looking to simply sit back and enjoy a really nice bottle of wine.

Now for a bit of rambling,

As I’ve stated before, the wine business has its perks. This past year one of the cooperages I have been faithfully buying barrels from for over 10 years invited us to take a little tour of France to help us understand all of that goes into producing our barrels. Over the years, I’ve learned a thing or two about barrels so I wasn’t sure it was really necessary, but I wasn’t about to pass up a trip to France. Needless to say I made the right decision. Boutes Cooperage was our host and their hospitality was unrivaled. We ate like royalty and, from their personal cellars in many cases; our hosts treated our group of 10 winemakers to nearly 120 different wines over the course of 6 days. I could go on about the food, wine, and company but that isn’t actually the point of the story.

In the early 17<sup>th</sup> century the king and governing authorities in France decided they wanted to secure the Navy of the day as well as the future with plenty of wood to build ships. Thanks to its grain tightness, strength and availability at home, oak was the natural choice. Here is the amazing part; they began what basically amounts to a sustainable farming system for a crop that won’t be harvested for over 200 years. They went to the forests where the natural growing environment grew trees that fit the criteria they were looking for and mapped them into grids. These grids still exist today and are farmed much in the same fashion as when they began. The dedication and foresight was, and continues to be, incredible. Only now, after 400 years, are some of the blocks being harvested for a second time.

At the tail end of the cooerage sponsored portion of our trip, Viquel flew over and met me for the balance of our amazing journey. For the purpose of the story I'll fast forward to an afternoon in Chateauneuf-du-Pape. At last year's Hospice du Rhone event here in Paso we met Julien Barrot of Domaine la Barroche. We had made arrangements to meet him at his family winery in town. We proceeded to taste some of the world's most incredible expressions of Grenache culminating with a wine simply called Pure from a single block of 100 plus year old vines. After lunch at the base of the castle Pope John XXII had built in the mid 1300's, we took a little trip to the "Pure" block. Here we met Julien's father behind the wheel of an ancient narrow tractor. He was driving up the rows cultivating weeds with a cousin leading the way holding the shoots from the vines out of the way. Amongst the vines with the castle behind us and Mount Ventoux looming off in the distance, Julien explained to us that his family winemaking ties date back to the 14<sup>th</sup> century and that this land has been passed from generation to generation for over 400 years. Leaving Julien to continue his work, Viquel and I continued on with immense admiration for the family's steadfast stewardship of this amazing piece of land (as well as a couple of bottles of Pure!).

So what is the point of all of this? What did I bring home from France besides a few extra pounds, a couple of really nice bottles of wine and an iPhone full of photos? I brought home a rejuvenated spirit full of reminders that our time here matters. How we manage ourselves and our impact on this place matters. Patience matters. I brought home the reassurance that when we appear to be doing things the hard way, it is okay for that just may be the right way. Like our ongoing story here at Torrin and certainly like countless stories each of you have of your own, dedication, patience and perseverance are transforming imposing challenges into things of beauty and meaning. When we bought the property that is now Torrin, I used to go to the top of the hill and look around in awe that this place was ours. For the time being I suppose that legally it is, but when I sift the dirt and rock through my fingers I'm keenly aware that it isn't ours it's just our turn. To us, to the wines that fill the bottles we offer and to those that will walk these hillsides generations after us, what we do here matters.

Thank you all for your loyal support,

The Hawleys

## **2013 Release Letter**

The time has finally arrived for the Torrin spring release. From the 2010 Vintage we are proud to offer “The Maven” and are extremely excited to introduce “Tsendere”. This is the first of two releases we will be offering this year. Our next release is scheduled for September and will include “The Banshee” and “Akasha”. This initial allocation wave opens February 12<sup>th</sup> and closes February 22<sup>nd</sup>.

We approach our growing and winemaking with open arms and embrace the subtle or significant differences each vintage brings us. Following a string of warm dry vintages, 2010 was an exciting change. It was certainly the coolest vintage I’ve seen in Paso since I arrived in 2000 and one of the coolest the local growers association has recorded to date. We made extra cluster thinning and manicuring passes in the vineyard to ensure we were not hanging too much fruit and were fortunate to have had mature fruit ready to harvest before the rain episodes of late October. As a result, the wines are as texturally rich and plush as the wines you’ve come to expect from Torrin, but more aromatic early with a certain graceful and feminine presence. We used a fair bit of stem inclusion across the board for the vintage so the wines exhibit spicy and earthy undertones. This is a vintage that will certainly appeal to those looking to really examine a wine and experience all of its subtleties, as well as, those looking to simply sit back and enjoy a really nice bottle of wine.

Now for a bit of rambling,

As I've stated before, the wine business has its perks. This past year one of the cooperages I have been faithfully buying barrels from for over 10 years invited us to take a little tour of France to help us understand all of that goes into producing our barrels. Over the years, I've learned a thing or two about barrels so I wasn't sure it was really necessary, but I wasn't about to pass up a trip to France. Needless to say I made the right decision. Boutes Cooperage was our host and their hospitality was unrivaled. We ate like royalty and, from their personal cellars in many cases; our hosts treated our group of 10 winemakers to nearly 120 different wines over the course of 6 days. I could go on about the food, wine, and company but that isn't actually the point of the story.

In the early 17<sup>th</sup> century the king and governing authorities in France decided they wanted to secure the Navy of the day as well as the future with plenty of wood to build ships. Thanks to its grain tightness, strength and availability at home, oak was the natural choice. Here is the amazing part; they began what basically amounts to a sustainable farming system for a crop that won't be harvested for over 200 years. They went to the forests where the natural growing environment grew trees that fit the criteria they were looking for and mapped them into grids. These grids still exist today and are farmed much in the same fashion as when they began. The dedication and foresight was, and continues to be, incredible. Only now, after 400 years, are some of the blocks being harvested for a second time.

At the tail end of the cooperage sponsored portion of our trip, Viquel flew over and met me for the balance of our amazing journey. For the purpose of the story I'll fast forward to an afternoon in Chateauneuf-du-Pape. At last year's Hospice du Rhone event here in Paso we met Julien Barrot of Domaine la Barroche. We had made arrangements to meet him at his family winery in town. We proceeded to taste some of the world's most incredible expressions of Grenache culminating with a wine simply called Pure from a single block of 100 plus year old vines. After lunch at the base of the castle Pope John XXII had built in the mid 1300's, we took a little trip to the "Pure" block. Here we met Julien's father behind the wheel of an ancient narrow tractor. He was driving up the rows cultivating weeds with a cousin leading the way holding the shoots from the vines out of the way. Amongst the vines with the castle behind us and Mount Ventoux looming off in the distance, Julien explained to us that his family winemaking ties date back to the 14<sup>th</sup> century and that this land has been passed from generation to generation for over 400 years. Leaving Julien to continue his work, Viquel and I continued on with immense admiration for the family's steadfast stewardship of this amazing piece of land (as well as a couple of bottles of Pure!).

So what is the point of all of this? What did I bring home from France besides a few extra pounds, a couple of really nice bottles of wine and an iPhone full of photos? I brought home a rejuvenated spirit full of reminders that our time here matters. How we manage ourselves and our impact on this place matters. Patience matters. I brought home the reassurance that when we appear to be doing things the hard way, it is okay for that just may be the right way. Like our ongoing story here at Torrin and certainly like countless stories each of you have of your own, dedication, patience and perseverance are transforming imposing challenges into things of beauty and meaning. When we bought the property that is now Torrin, I used to go to the top of the hill and look around in awe that this place was ours. For the time being I suppose that legally it is, but when I sift the dirt and rock through my fingers I'm keenly aware that it isn't

ours it's just our turn. To us, to the wines that fill the bottles we offer and to those that will walk these hillsides generations after us, what we do here matters.

Thank you all for your loyal support,

The Hawleys