



September 23, 2016

Dear **True Believers**, **Future True Believers** and **Friends**,

Here we are in the middle of our **6TH HARVEST** with the **Hammell Wine Alliance**, a concept for a winery that I created with a surprisingly clear vision about 10 years ago. The catalyst for the project was a fortunate period of exposure to the very finest Rhone-based wines of the world, shared with generous and insightful friends (*almost*) always in an atmosphere of pleasant conviviality.

As with music, love, literature, The Oprah Winfrey Show, or whatever excites and stimulates, the heart can thrill when moved by wine in the right setting. I would guess that all of you have felt the same at times (*hopefully often*).

In 2007, after a dizzying trip to the Rhone Valley tagging along with 2 legends and 1 in-the-making, I came back to the SMV and, along with wise insight from Dayna, and started formulating my plan:

1. Do it My Way, inspired by those before (and Frank)
2. Create a flagship, Grenache-based cuvee from a vineyard that I would plant specifically for this project
3. Grow it Head-Trained, CdP-style (Hermitage-style on the Syrah)
4. Use my Jedi skills if necessary
5. Learn from “setbacks”
6. Thank God for crafty and talented friends
7. Believe & do

And, here we are, offering our 3rd installment of the **True Believer** Cuvee to you, our **Loyal True Believers!**

Here are the **Wine Advocate** notes on the wine:

...a blend of 56% Grenache, 23% Syrah, 10% Mourvèdre, 9% Petite Sirah and a splash of Viognier, the 2013 True Believer has off-the-hook notes of liquid blackberries, violets, fresh plums and crushed rocks to go with a fabulously pure, precise, ethereally textured and full-bodied style on the palate. Coming from the estate vineyard that is located just beside Bien Nacido, it was fermented with 20% whole clusters (everything was co-fermented), racked straight to barrel and aged 26 months in new French oak, before being bottled unfiltered. Hats off to winemaker Chris Hammell as this is up with some of the greatest Grenache blends I've tasted from California. It's very hard to resist today, but will be better in 2-3 years and drink well for a decade after that.

The downside to these latest releases from Chris Hammell? There's just a handful of cases to go around.

Thanks, **Wine Advocate!** It's great when someone who can taste well and describe eloquently what they are tasting actually likes the wine. First of all, it's more fun to drink after reading stuff like that (at least for me). Secondly, you, our loyal enthusiasts, don't have to suffer through my notes, which, according to some in the **hWa** Inner Circle, tend to be: 1) confusing, 2) unnecessarily self-deprecating, 3) cryptic, if not 4) downright misleading.

And now, the details of **the offer:**

- We have set aside a small amount of wine for our personal library and our **loyal restaurants and wine merchants**. The entire remaining production will be offered to CURRENT **TRUE BELIEVERS**. Anything wine remaining will gratefully be offered to those on the CURRENT **WAIT LIST** in order of inquiry date.
- Offer is set to go live on **WINE WEDNESDAY**, September 28, 2016 at 10:22 AM PST
- The offer to the wait list will take place exactly 1 week later, October 5, should any wine remain. We will give a heads-up either way. Thanks for hanging in there!
- As before, allocation offerings can vary based on:
 1. Length of time as a **True Believer**
 2. **Enthusiasm** for past offerings

- We will offer a “**wish list**” option as well for all Current **True Believers**
- We filled a very small amount of **3L** and **5L** bottles for **fun**
- The price will remain the same as the **2011 & 2012**, and large-format bottles will be (as a token of our gratitude to you) line-priced based upon volume (i.e. a mag will be 2x a .750, etc.)

THANK YOU for your incredible support and enthusiastic promotion of **hWa**. We are growing ever-so-slowly as the vineyards mature and have nothing but exciting and cool things planned for the future.

Chris

P.S. Contact dayna@hammellwinealliance.com if you have any questions or comments. Complaining about the length of this letter is expressly forbidden.

P.P.S. Our strong wish is to promote the enjoyment of wine shared among food & with friends to as many people as are interested. If you are not offered an allocation this time, please don't give up on us!