



Dear **True Believers**,

Dayna and I are proud to offer our 2nd annual **Hammell Wine Alliance Spring Release**. I was instructed to keep it short and to the point. **ESSENTIALS ARE HIGHLIGHTED BELOW.**

- * We really appreciate you and are continually striving to deliver you delicious, unique, and lovingly-made wines that are crafted for the sole purpose of bringing you PLEASURE.
- * There's not much to go around now (hence the tiny allocations), but as the vineyards mature, there will (weather-permitting) be a bit more.
- * We are working on a crafty new website.
- * We are conceptualizing the HWA online store, which will feature the trendiest and fanciest wine-oriented custom *schwag* in to be had in the Greater Garey Area.
- * We will have our new secure ordering system up and going for this release.

ABOUT THE RELEASE

2015 El Crüe Rose'

Late spring in a bottle. Lighter on its feet than the 2014. Aromatic bliss. I would still decant. Mostly Grenache, of course. Meant to drink this summer.

2014 Amphitheater North #1 (Schützen König)

Cool climate Syrah from a secret section up on a hill. Entirely destemmed and raised in (1) new 500L Gamba *Allier* barrel for 15 months and bottled this February, this is something we're really proud of. **Bone dry** with no overt fruitiness, some mocha, tapenade, and herbal essence, it is a wine that recently dazzled us after a long decant (highly recommended). It is full of thrilling nuance, true richness and deep concentration, borne entirely from the vineyard's 0.8 ton per acre perfection.

ACHTUNG! If you are looking for a Syrah-based wine that is on the sweeter side of the spectrum, and full of lush berry pie notes, **this is not that.**

There *is* an **Amphitheater North #2**, *fermente' avec grappes entieres*, and picked a *bit* earlier. It's bottled, but not close to ready, so we'll keep it safely locked away for you in the HWA cellar for now.

- * The offer goes live on TACO TUESDAY, **MAY 10, 2016 at:**
- o **9:42 AM Pacific**
- o **10:42 AM Mountain**
- o **11:42 AM Central**
- o **12:42 AM Eastern**

* We will send you an order form powered by **VineSpring™**. There you will find your offer via drop-down box with your allocation choices.

* Make your selection and then go through the easy process.

* When it's gone, it's gone!

Our talented staff is working to make this process as straightforward, easy, and secure as possible. Please place your orders quickly, and contact Dayna Dayna@HammellWineAlliance.com with ANY questions you may have.

Respect.

Chris

P.S.

True Believers comparing allocations may notice differences. This could be due to one or more of the following reasons:

- * Your **True Believer#**
- * Your requests for additional offerings
- * Your enthusiasm in spreading the word about the HWA to the rest of the world
- * My oversight

P.P.S.

As you may have observed, the HWA proudly uses the finest corks that \$ can buy. Contact us immediately if you are suspicious that a rogue defective cork has tainted your otherwise-delicious **HWA** wine. We maintain a modest cellar of back vintages for this purpose, as well as proving to my kids one day that good ol' Dad could craft some age-worthy wines.

P.P.P.S.

This wine is made for ***you and your loved-ones*** to enjoy with savory food and great friends in an atmosphere of conviviality. Its sole reason for being is to bring you happiness. Shy and proud, it does not wish to be coldly evaluated and ranked like a contestant in a beauty pageant barren of comfortable optimism. That will make it sad. Besides, there are plenty of other wines that would make for a better \$ investment along these lines. Of course, they are yours after purchase to do with what you will, but karma may come knocking. So, enjoy them in a loving & joyous spirit with food and you will be fine.