



To all who have reserved your orders for the 2012 **True Believer** offering, **Thank You!**

Dayna will process the orders for those attending the **Fandango** in the next couple of weeks. For the rest of you, we will invoice before shipping (probably in October).

Thank you also to all (and there are MANY!) who have reached out with such generous and enthusiastic praise for the wines we've produced thus far, whether through e-mail, text, or websites like the remarkably comprehensive [www.cellartracker.com](http://www.cellartracker.com) (which I've been following for years) or Delectable (which I just discovered). Your satisfaction fills me with pride and motivation.

*Dayna wanted me to keep it short and to the point with the previous offering letter, so here's the **OTHER STUFF!***

We can't wait to meet some of you in person at **Fandango 1.0**. It will be a small gathering, but we knew that. We're in something like 26 states and the vast majority of **True Believers** live far, far away.

BTW, did you know that outside of CA, the highest concentrations of **True Believers** are to be found in: 1. **New York**, 2. **Illinois**, 3. **Texas!** Crazy. Also, we've got **True Believers** in beautiful **Denmark**, and I feel that **Japan** will be soon.

hWa is also proud to be represented on the list of one of California's most iconic restaurants! Yes, [www.thegirlandthefig.com](http://www.thegirlandthefig.com) is a **True Believer**, and any Rhone-centric wine and food lover is encouraged to go out of their way to visit this gem. I went twice in one day last time I was in Sonoma County. It's very busy, but worth it.

Finally, please consider **custom-bottling your 2013 True Believer**. I'm going to bottle this fall, so I'll need to gather requests shortly. Based upon your response to the 2012, we should have enough to offer a total of 3L, 6L or 9L per True Believer, in format options of .75L (bottle), 1.5L (magnum), or 3L (double-magnum). We've got a few large format junkies out there, so if you would prefer *an even larger format*, let me know & we'll talk! If you're happy with the original box of 2 bottles + a mag (like the 2011 & 2012), then there's no need to respond – I'll bottle the rest that way. There will be no upcharge for choosing your own bottle size, and price by volume will remain constant (in other words, a double magnum will cost exactly 4x more than a bottle, etc.). **DON'T E-MAIL JUST YET – WE'LL SEND OUT ONE OF OUR FANCY FORMS SOON!**

Chris

**P.S.**

I neglected to mention in the last letter that my plan (GOD WILLING!) is to make exactly

**21 VINTAGES OF TRUE BELIEVER**

2 down

2 in barrel

1 on the vine

1 forming inside this years' shoots

And

15 more after that – after all, the Tarot of Marseilles consists of only 21 *Trumps* (*Le Mat* being reserved for the Rosé).

**This will have us finishing this project with the 2031 vintage! Of course, if I drive off a cliff or die in a fiery inferno, then that's not going to happen. That said, I hope we make it – & I hope to see you all at the finish line looking proudly back on 21 epic years!**

**P.P.S**

I'm a big fan of older wine books. One of my very favorite wine personalities from the past is **Alexis Lichine**. He authored 2 fine books which are available relatively inexpensively at Amazon. He also made a record entitled, "**The Joy of Wine**". As I type this, the LP sits on the bookshelf above. I don't have a turntable, so it's mostly for decoration. However, I did find it on the net here: [blog.wfmu.org/freeform/2008/08/the-joy-of-wine.html](http://blog.wfmu.org/freeform/2008/08/the-joy-of-wine.html). It's a basic introduction to be sure, and certainly dated, but I find it utterly charming and inspirational and wished to share it with you.