



Wednesday, February 29, 2017

From: Chris Hammell

To: **True Believers**, present and future

Re: A brief update + info about our **UPCOMING SPRING RELEASE**

Dear **Friends**,

Three years ago I drafted my first letter to the few of you that had e-mailed me to inquire about our first release: the **2011 True Believer**. Thanks to those people (and certain very helpful individuals along the way), a business was born, and now we are off and running - fully bonded and proudly shipping our wines across the **USA** and beyond, twice a year. Our initial dream of building a brand that could be accepted on the world's stage has a beginning! And it happened faster than we ever imagined.

Our **2013 True Believer** was featured at the top of Santa Barbara in the Wine Advocate's recent best-of list <https://winejournal.robertparker.com/best-of-2016-jeb-dunnuck>. That same wine was also featured in a California Masterclass in Zurich this winter (which I attended). Additionally, we will be a featured winery at this year's Hospice Du Rhône in Tennessee, which is quite a thrill! The peer group with which this wine has been associated recently is, in my mind, among the best-of-the-best. Frankly, it's a bit overwhelming to ponder.

That's why we don't think about it too much, and just stick to the work at hand, guided by the exact same vision that inspired the project in the beginning: plant a unique vineyard and farm it without compromise each year, with the goal of making an utterly delicious and savory wine for your pleasure.

As for the demand that we've seen, we have you, our **loyal True Believers** to thank for spreading the word and sharing your enthusiasm. We still maintain a substantial wait-list, which we hope to whittle down with the **2014 True Believer** offering this fall. In the meantime, we will be offering our latest spring release of the **2014 Amphitheater North #2** and the **2016 1 Crüe Rosé** next week. We will send out a detailed letter about this on Friday.

Chris