



## **MARCH 2016**

Hello Bootleg Society Members!

One of the lessons I learned from working with my dad is to do business with people you like, and that work well with you. This may sound simple, but in reality you end up having to deal with a lot of people, and some of them can be a real pain-in-the-ass. Both customers and vendors. The key is the relationship, and that is never more apparent than in our 20 years of doing business with Jerry & Bruce Fry. This month's club selections include three wines all from Mohr-fry Ranch.

When we moved our winery to Lodi in 1996, our own vineyard was dying of phylloxera, and we had no grapes to make wine. My father worked out a deal with the Lodi Winegrape Commission – if a grower brought us 2 tons of grapes, we would make the wine, and give them 25 cases, and keep the balance for ourselves. At this point in time, there were only a handful of Lodi wineries, and very few “Lodi” labeled wines in the market. The vast majority of Lodi grapes were being blended away in big tanks at large wineries, and growers really had no sense how the wine from their vineyards tasted.

Jerry Fry showed up with 7 tons of beautiful Old Vine Zinfandel grapes. My father didn't know what to do. We didn't have the money to pay for the grapes, and we had no idea how the wine would turn out. Jerry told him not to worry about it, that we would work it out later. We ended up bottling 450 cases of that first vintage. It won a bunch of awards, sold out quickly, and has since grown to be our most popular wine.

The above story epitomizes our relationship with Mohr-Fry Ranch. To this day, we don't have a contract, but a relationship sealed with a handshake, and glass of Zinfandel. It's this type of partnership that helps us succeed, propels Lodi to new heights, and makes business fun.

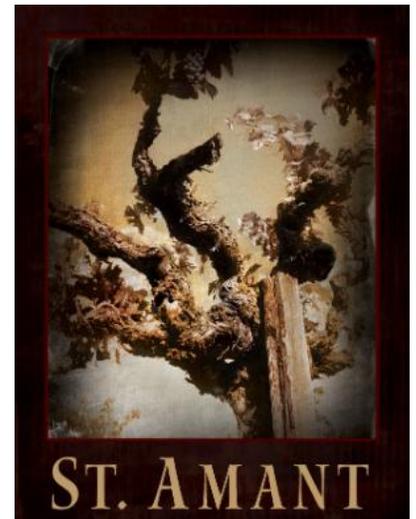
I hope you enjoy this month's all Mohr-Fry Ranch Bootleg Society club selections.

Cheers!  
Stuart Spencer

# MARCH 2016 WINE CLUB

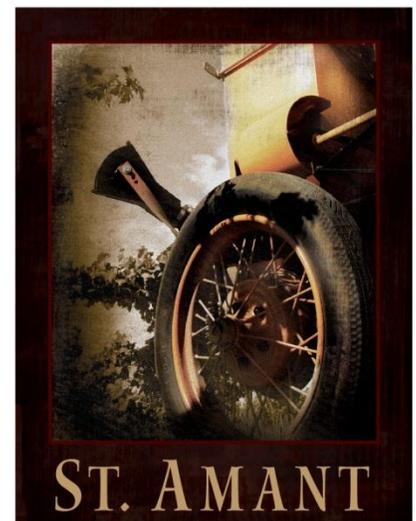
## 2014 Mohr-Fry Ranch Old Vine Zinfandel - Lodi

After two very large harvests in 2012 and 2013, Mother Nature delivered extremely low yields of Old Vine Zin in 2014. Mohr-Fry Ranch averaged just a little over two tons/acre across all the old Zins, and harvest arrived nearly three weeks early. Ultimately, what does this mean for the wine? The 2014 vintage is most reminiscent of 2004 and 2006 in our Zins. Both of those turned out to be exceptional years, and I'm confident that the 2014 Mohr-Fry Ranch Old Vine Zin is going to be another great one. The wine is big, bursting with blackberry, cherry, and a brambly quality. It's very rich in the mouth, but retains a bright freshness that makes it delicious. A classic Old Vine Zin! **\$18/bottle, 2786 cases**



## 2014 Marian's Vineyard Old Vine Zinfandel - Lodi

Marian's Vineyard is an 8.3 acre own-rooted vineyard planted in 1901 at Mohr-Fry Ranch. We first produced this wine in 1999, and ever since it has been one of our most recognized and celebrated wines. I'm really excited about this vintage. The combination of low yields, early harvest, and heat at just the right time delivered intense and concentrated grapes resulting in a delicious wine. The 2014 vintage exhibits dark concentrated berry flavors, a rich spiciness that fills the middle, and long lingering elegant finish. A delicious Zin that should last for many years. **\$24/bottle, 309 cases**



## 2013 Mohr-Fry Ranch Petite Sirah - Lodi

Our family has been making wine for over 35 years, and we've never bottled a Petite Sirah. In 2013 I reached out to Bruce Fry and thought a Petite might make a good wine club selection, or at the very least be used as a blender. The wine turned out great and we bottled it in August 2014. Unfortunately, it took me a year and a half to figure out a label, but I finally came up with a good idea, Bruce Fry's yellow lab. Bruce's dog, Summer, is ever-present at his side throughout the growing season. And the wine is as lovable as the dog. It has delicious berry fruit, characteristically dark, but with a nice spicy savory finish. We only bottled 62 cases and I'm sure it will go quick. Enjoy! **\$21/bottle, 62 cases**

