

RED • CAR

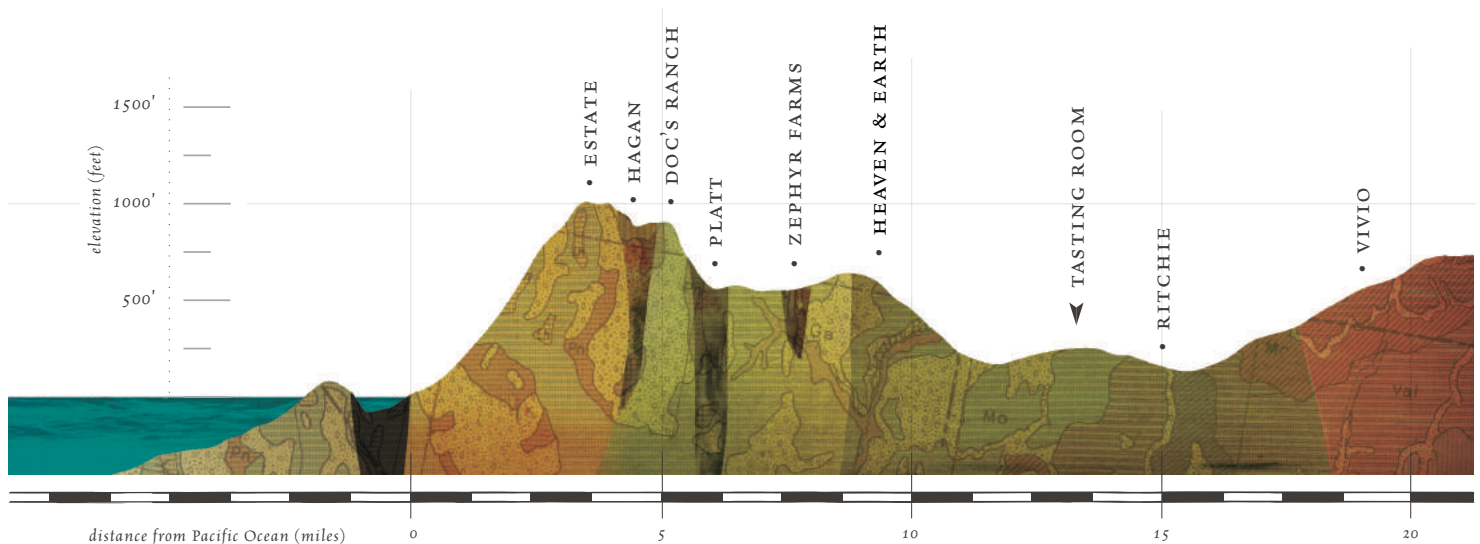
WEST SONOMA COAST

WHO WE ARE

- ▶ For over two decades, we have been on a journey—one that started with 50 cases of Syrah vinified in a garage in sunny Los Angeles. A short time later, we marched steadily northward toward a vision of cooler vineyard sites and the complex, aromatic wines they can express. Today, under the direction of Red Car's viticulturist, Greg Adams, and winemaker, Tanner Scheer, we farm five dramatic ridge-top vineyards in Occidental, Sebastopol, Freestone and Cazadero. This rugged terrain's coastal influence—where the Pacific fog filters in daily through giant redwoods until warm sunshine sends it back out to the sea—provides perfect growing conditions for our hallmark style: perfumed aromatics, bright fruit, crisp texture and uplifting acidity. An early leader in the formation of the proposed West Sonoma Coast AVA, we are passionately committed to producing wines of purity and focus that express the authentic varietal character and terroir of each unique coastal vineyard site. At our core, we are a small, independent farming operation committed to conservation and sustainability.

SUSTAINABILITY

At Red Car, we believe that we are stewards of the land—dedicated to being environmentally and socially responsible to our community. To us, sustainability goes beyond farming practices in our vineyards; it's who we are. Our values reflect those of a limited-production winery and small team inspired by the topography and environment where we grow our cool-climate wines. We appreciate that our wines speak directly from the soil and maritime climate and with that, we find it our mission to be environmentally and socially aware.



VINEYARDS *on the* EDGE OF THE PACIFIC

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► ABOUT THE WINEMAKER: TANNER SCHEER

Winemaking was an unexpected career choice for Tanner Scheer, but turned out to be a surprising fit. In 2008, Tanner was looking for a means of getting to California to be closer to his brother and sister-in-law, who happened to be longtime friends of Ampelos Cellars owners Peter and Rebecca Work. After a quick telephone interview, Tanner had a job lined up as a cellar rat and a place to stay: an RV parked on the Ampelos property. Quitting his job in Colorado, Tanner hit the road, arriving in Lompoc, CA at 18 years of age with all he had—two bags and a backpack—to work his first harvest.

Tanner had never tasted a single wine at that point. “The first wine I had was 2001 Melville Pinot,” he says. “I remember thinking that this is the craziest thing ever, that all this action can be packed in one glass.” He fell in love with the work, too, having grown up in southwest Colorado on large horse and cattle ranches alongside his father, a hardworking career cowboy. “It fit my work ethic and the way I was raised. I felt like I was willing to work harder than anybody. I’d start an hour earlier and stay hours later than anybody else.”

The hard work and extra hours paid off. Tanner spent six years at Ampelos Cellars, learning on the job and eventually working his way up to Assistant Winemaker in 2011. Leaving in 2013, he joined mutual friends for harvest at Dragonette Winery in Buellton, CA before accepting a position at Liquid Farm. But Chardonnay was calling him. “Chardonnay is one of my favorite varietals and I was looking for a place that could produce Chardonnay of true character, not manipulated in any way. That boils down to soil and climate.” Tanner interviewed with Red Car in June 2015 and joined the team two weeks later.

At Red Car, Tanner adheres to simple but strict principles. “I believe in minimalism,” he explains. “Don’t manipulate the fruit in the winery. It’s up to the vineyards, the climate, the soil and the farming practices we choose to employ. What’s important for me at a fundamental level is to represent each varietal in its truest form. That’s a foundation of any of our wines.”

The Red Car team is a close-knit family and Tanner especially values the camaraderie and teamwork. “We are all connected to these vineyard sites and these wines. We’ve all bought into what we are doing here, so it becomes a symbiotic relationship. The wines represent us and we represent the wines,” he says. “We rely and count on one another to come through with the parts that are on each of our plates so we can come together with a common purpose and shared vision of where we are going.”

Tanner credits his father with instilling in him how important it is to love what you do. “I’ve never seen another human who just jumped out of bed every day—2:30 in the morning even! That love and passion he has for cowboying, for me it metamorphosed to the wine industry. That type of energy, that approach to life and work. I also learned from him the importance of loyalty, respect and being accountable.”

Tanner Scheer lives in Petaluma, CA with his dog, Button. Describing himself as “an avid, avid lifelong fisherman,” if Tanner isn’t working, he’s fly fishing or catching bass from his kayak. Favorite spots include Lake Sonoma, Lake Chabot, and New Melones Lake near Angel’s Camp.

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WEST SONOMA COAST

2019 SONOMA COAST

CHARDONNAY

► APPELLATION AND VINTAGE

We are fortunate to farm and produce Chardonnay from some of the most unique coastal locations in California, each distinctly different from one another. As a brand predicated on single vineyard bottlings, with each vintage our Sonoma Coast Chardonnay offers us an opportunity to color outside the lines. We do this through blending select clones and blocks from each of our three Chardonnay vineyards. Ample rainfall along the coast during the winter of 2018-2019 lent to healthy shoot and canopy growth throughout the growing season. Coupled with consistent weather throughout bud break, flowering, and fruit set, the 2019 vintage yielded a generous crop of excellent quality fruit. During harvest, our fruit was hand harvested and immediately whole cluster pressed upon arrival to the cellar. Resulting juice was fermented and aged on lees in French Oak barrels for 11 months before bottling. In the blend, character from our Old Wente selections in Fort-Ross Sea-View sites can be felt, expressing itself in beautiful yet subtle minerality. Mt Eden and Clone 5 selections from Zephyr Farms add fresh citrus, florals, and dense texture to the blend, concluding in a wine that showcases the typicity & terroir our region can offer.



► TASTE

Crushed oyster shells, citrus rind and melon

► WHO WE ARE

In 2000 Red Car produced its first vintage, 50 cases of Syrah, in a Los Angeles garage. Now, twenty years later, under the direction of viticulturist, Greg Adams, and winemaker, Tanner Scheer, we farm five dramatic ridge-top vineyards in Occidental, Sebastopol, Freestone and Cazadero. This rugged terrain's soil and coastal influence provide perfect growing conditions for our hallmark style: perfumed aromatics, bright fruit, crisp texture and uplifting acidity. We are passionately committed to producing wines of purity and focus that express the authentic varietal character and terroir of our unique coastal vineyard sites. An early leader in the formation of the proposed West Sonoma Coast AVA, we are committed to conserving this unique region, our vineyards and our community.

► SPECS

ALCOHOL	13.4%
AVA	Sonoma Coast
AVERAGE BRIX	22.4°
PRODUCTION	600 cases
TOTAL ACIDITY	7.1 g/L
FRENCH OAK	19% New, 81% Neutral
pH LEVEL	3.37
CLONES	Mt. Eden & Clone 5
BARREL AGING	10 Months

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2019 SONOMA COAST

PINOT NOIR

➤ APPELLATION AND VINTAGE

Utilizing select fruit farmed and grown from our own network of vineyards along the West Sonoma Coast, our Sonoma Coast Pinot Noir affords us the opportunity to marry our favorite selections together in one bottle. In 2019, we crafted a blend composed of 63% Red Car Estate and 37% Heaven & Earth respectively. Calera, Pommard and 828 from the Heaven & Earth vineyard bring dark fruits, spice, and natural concentration to the blend while clones Jackson 16, Calera and 828 from our Estate in Fort Ross Sea-View provide aromatic lift, high toned red fruit, and tense energy. Fruit from each of these sites is farmed organically, harvested, and fermented separately in small lots where we utilized 19% whole cluster. This blend was aged for 11 months in 85% neutral and 15 % new French Oak barrels, before being bottled un-fined and un-filtered. The blending of this wine allows us to be creative in our process, incorporating the most unique attributes from our two vineyard sites to work together in unison and tell the story of the vintage.



➤ TASTE

Bing Cherry, Calera Spice and Pomegranate

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➤ SPECS

ALCOHOL	13.5%
AVA	<i>Sonoma Coast</i>
AVERAGE BRIX	22.6°
TOTAL ACIDITY	5.4 g/L
STEMS	18%
FRENCH OAK	21% <i>New</i> , 79% <i>Neutral</i>
pH LEVEL	3.55
BARREL AGING	11 Months

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WEST SONOMA COAST

2018 SONOMA COAST

SYRAH

► APPELLATION AND VINTAGE

The 2018 growing season proved ideal for our coastal Syrah; cool, moderate and consistent. Hand harvested in mid-October, fruit for Our Sonoma Coast Syrah bottling is composed of multiple clones, all fermented separately in small open top tanks. Utilizing moderate stem inclusion, gas & gravity flow, our wines were aged in 500L puncheons on lees for 15 months. Differing from our single vineyard bottling, the Sonoma Coast is a marriage of different clones, oak, and stem inclusion in an effort to showcase what our appellation has to offer. In the pursuit of harmony, we have crafted a wine of poise and character, representative of our unique area and worthy of aging.



► TASTE

Cedar, Black Pepper & Tobacco

► WHO WE ARE

For nearly 20 years, we have been on a journey—one that started with 50 cases of Syrah vinified in a garage in sunny Los Angeles. A short time later, we marched steadily northward toward a vision of cooler vineyard sites and the complex, aromatic wines they can express. Today, under the direction of viticulturist, Greg Adams, and winemaker, Tanner Scheer, we farm five dramatic ridge-top vineyards in Occidental, Sebastopol, Freestone and Cazadero. This rugged terrain's coastal influence—where the Pacific fog filters in daily through giant redwoods until warm sunshine sends it back out to the sea—provides perfect growing conditions for our hallmark style: perfumed aromatics, bright fruit, crisp texture and uplifting acidity. An early leader in the formation of the proposed West Sonoma Coast AVA, we are passionately committed to producing wines of purity and focus that express the authentic varietal character and terroir of each unique coastal vineyard site. At our core, we are a small, independent farming operation committed to conservation and sustainability.

► SPECS

ALCOHOL	13%
AVA	<i>Sonoma Coast</i>
AVERAGE BRIX	21.8°
TOTAL ACIDITY	6.0 g/L
STEMS	18%
FRENCH OAK	18% New 82% Neutral
pH LEVEL	3.5
BARREL AGING	18 Months

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