

2015 Meyer Family Cellars product-pdf - Syrah Yorkville Highlands - By Popular Demand! 50% OFF MEYER is Back!

Why We're Drinking It

...and yes, it's THAT Meyer, the one from early this year, we FINALLY got more directly from Matt Meyer. A jaw-dropping \$14!

We heard you, Invino people! We've been calling and calling and now we finally pulled it off! More Meyer! Same incredible price!

In 1987, when Napa Cabernet was everything anyone could talk about and Silver Oak was racking up scores and accolades left and right, Bonny and Justin Meyer made a dream a reality by purchasing the winery that would become Meyer Family Cellars. They saw it as a place to scale back into, and a project in which their son, Matt, could hone his winemaking skills. Since then, they've been cranking out delicious Syrahs and Chardonnays, and selling Bonny's Cabernet, the vineyard source of their Oakville Cabernet, through this family endeavor.

The 2015 Syrah aged for 20 months in barrel before release in the fall of 2017. Since then, it has begun to evolve into a densely ripe, yet lively wine that oozes character and enjoyment. Fruit-forward notes of black plums, blueberries and raspberry liqueur are met with hints of pepper, leather, violets and toast. There's a boldness to the palate with just a bit of grit from the minuscule addition of Petite Sirah. Complex and just yummy, this will stand up nicely to anything grilled, smoked and slathered in BBQ sauce.

And WOW, 50% off? Only \$14 a bottle?! \$84 a 6-pack with shipping included? Sometimes it feels like we're just giving away wine these days. While it lasts, folks!

Tasting Notes

Fruit-forward notes of black plums, blueberries and raspberry liqueur are met with hints of pepper, leather, violets and toast. There's a boldness to the palate with just a bit of grit from the minuscule addition of Petite Sirah.

VARIETAL

Syrah

APPELLATION

Yorkville Highlands, Mendocino

ALCOHOL

14.20

SIZE

750ml

BLEND

Syrah

The Story to Know

Meyer Family Cellars is a small, family-owned winery situated in the picturesque Yorkville Highlands of Mendocino County. At once a leading artisanal winery in one of California's emerging viticultural areas, Meyer Family Cellars blends establishing this new Appellation with the legacy of Silver Oak Cellars.

One of the state's iconic wine brands, Meyer Family Cellars occupies a unique place in the story of California wine. It was established in 1987 by Silver Oak founders and former owners Justin and Bonny Meyer, who dreamt of a family wine brand that drew upon their extensive experience in the Napa and Alexander Valleys. Incorporated in the plan too was their son, Matt, a well-traveled student of wine and graduate of the enology and viticulture program at the University of California Davis.

Today Meyer Family Cellars is in the capable hands of co-winemakers Matt and Karen Meyer. Their approach to winemaking mirrors the unique position of their product. While their wine incorporates "old world" balanced acidity and minerality with "new world" ripeness and forward fruit, similarly, Matt and Karen apply the wisdom gleaned from family history while welcoming new ideas into the process.
