



# Platinum Wine Club

90+ Rated, Ultra Premium, Collectable Wines from California's Best Winemakers.

## Meyer Family Cellars | Mendocino County

For those wine aficionados who enjoyed the wonderful offerings of the iconic Silver Oak Cellars for the past half century, the son of Silver Oak co-founder Justin Meyer has followed in his father's footsteps and ascended to the ranks of California's top level wine producers

The person in question is Matt Meyer, the 44-year-old son of Justin Meyer and the proprietor (along with his wife Karen) of Meyer Family Cellars, located in Mendocino County on California's Northern coastline.

The company was founded just before the millennium when Justin Meyer (and wife Bonny) bought the 185-acre property in an area known as the Yorkville Highlands with the aim of giving it to their son Matt to pursue his interest in the wine business.

While the location was far removed from the friendly confines of Sonoma and Napa Valley where Silver Oak Cellars had dominated the world of Cabernet Sauvignon, the setting turned out to be just what Matt Meyer was looking for. He received his master's in viticulture from renowned UC Davis and prepared himself for the rigors of the grape-growing world.

Early on, Meyer discovered the cold and drizzly climate of Mendocino was particularly responsive to Matt's favorite varietal, the elusive Rhône varietal that we know of as Syrah. Meyer had discovered the varietal when working in Australia where the grape is one of the down-under country's national treasures.

"Since my wife is the better winemaker in our family," Meyer reflected during a recent interview, "it seemed perfectly natural for us at Meyer Family Cellars to produce a world-class Syrah. What I didn't expect was the fact that Mendocino was a perfect fit (a cold climate) for growing Syrah. We have had so much success with the varietal that I couldn't see doing anything different if the occasion arose."

The case of Meyer Family Cellars necessitates further explanation. Shortly after acquiring the property, Justin Meyer passed away in 2002 at the young age of 63. His wife Bonny's interest eventually declined and the property passed into the hands of Matt Meyer.

Interestingly, both Meyer and his wife Karen

were accomplished winemakers. Meyer modestly credits his wife with being the better winemaker and exudes her interest in Syrah as the key to Meyer Family Cellars' success.

"When we purchased the acreage, the area was virtually an unknown growing zone with little Rhône plantings. Interest in Syrah has grown to the point that it is now the most planted red varietal in the entire region. It's a truly flexible grape that has won over a large number of consumers and loyal fans," continued Matt Meyer.

Meyer Family Cellars first saw life with a tiny production of only 150 cases in the mid-2000's. Production has risen steadily and today rests around the 4,000-case level, a point that is comfortable for Matt Meyer.

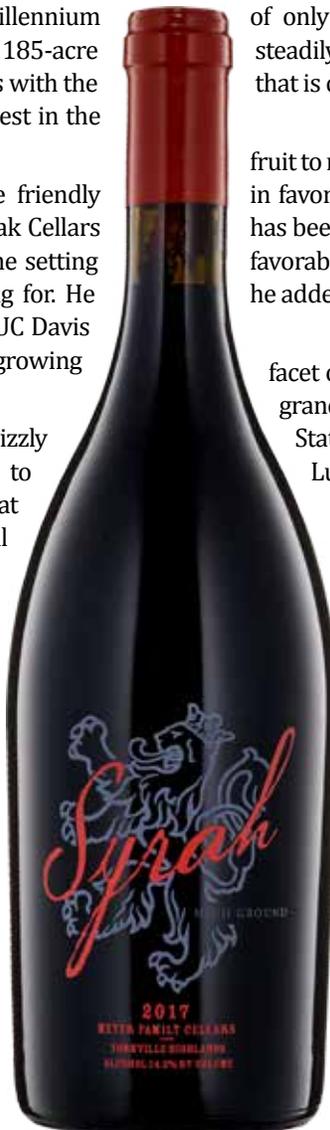
"We reached a point where we were producing enough fruit to make more wine, but we decided to limit our production in favor of higher quality. We have a small staff and everyone has been with us for more than a decade. Our wines have been favorably received so we don't see any need to change anything," he added.

The Meyer Family Cellars label is also an interesting facet of the operation. It seems that Matt Meyer's great-great grandfather departed Luxembourg and came to the United States. The winery label depicts the coat of arms of Luxembourg as a tribute to their earlier relative.

Matt Meyer's vision of the road ahead is simple and straightforward. "We strive to get a little better each year with our wines," Meyer stated. "We keep in mind that it's just us that must do the work and that we are really just a small family. Our kids are still young (11, 12 and 14) and are more interested in sleepovers with their friends than they are with the winery. My wife and I are hoping that will change in the future, but who knows?"

Matt Meyer has done his father's legacy proud and has established his company in a part of the wine industry that is still developing and experiencing major growth. He has remained steadfast in his determination to make Syrah a truly respected and desirable grape that many Americans can identify with and enjoy.

It is our pleasure to introduce Meyer Family Cellars and their marvelous Syrah that will make a wonderful addition to your cellar. Enjoy!



# Meyer | 2017 'High Ground' Syrah, Yorkville Highlands



**93 POINTS**

—*Wine Enthusiast magazine*

**GOLD MEDAL**

—*San Francisco Chronicle International Wine Competition*

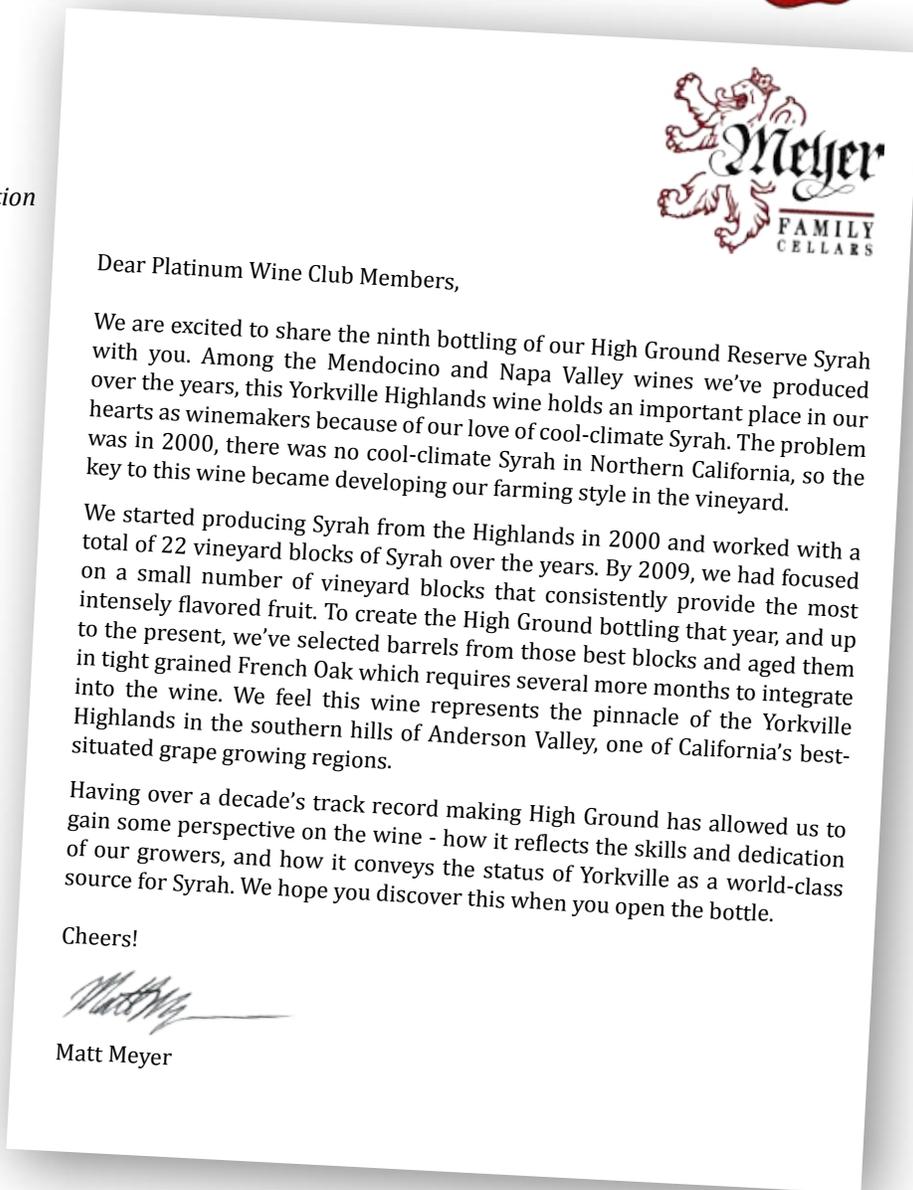
## 135 cases produced

Meyer Family Cellars' 2017 'High Ground' Syrah comes from the Yorkville Highlands of Mendocino County. Right out of the bottle, the aromas of this wine consist of fragrant blue and black fruits, combined with earthy-violet notes that are typical of cool-climate Syrah. The wine opens on the palate with plum and blackberry flavors that evolve, with aeration, into the classic Syrah flavors of blueberry, bacon fat, and white pepper. With further aeration in the glass, more blue and black fruits emerge, balanced by Yorkville Highland's signature acidity. The extended barrel age of 26 months has offered an additional layer of tannins that will help the Syrah to age gracefully for many years to come. 100% Syrah. Enjoy!



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**This month's Platinum Plus!  
Featured Wine:**

**Meyer Family Cellars 2017  
'Fluffy Billows' Cabernet  
Sauvignon, Napa Valley**

90 Points - *Wine Enthusiast magazine*  
613 Cases Produced

Shipping and tax (if applicable) not included in above prices.  
\*Effective per bottle prices after Membership Rewards discount is applied at checkout. Membership Rewards does not apply to Sale or Special-Offer Wines.