

MARR

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MARR

FACT SHEET

WINERY INFORMATION:

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PROPRIETORS | PRINCIPALS

Proprietor – Robert Marr
Marketing | PR – Diaz Communications

HISTORY

Bob Marr founded Marr Cellars in 1997. In his first year, Bob produced a Sonoma Old Vine Zinfandel and a Rhone blend. He named this wine Cuvee Patrick after his son. Then in 2004, Bob produced Cuvee Selena, naming that wine for his daughter. Bob works in Sacramento and has a small winery in Woodland, just north of Davis, where he resides. Today, Marr Cellars averages from 800 to 1,000 cases of wine per year.

DISTRIBUTION

California, New York, Chicago, Oregon, Texas, North Carolina, Arizona

WINES

SYRAH

2001 Syrah, Sonoma County
2000 Syrah, Sonoma County, Russian River Valley, Vine Hill Vineyard
1999 Syrah, Sonoma County, Russian River Valley, Vine Hill Vineyard

PETITE SIRAH

2003 Petite Sirah, Tehama Foothills, California
2002 Petite Sirah, Tehama Foothills, California
2001 Petite Sirah, Tehama Foothills, California

ZINFANDEL

2001 Zinfandel, North Coast

2003 Old Vine Zinfandel, Mendocino, Mattern Ranch
2001 Old Vine Zinfandel, Mendocino, Mattern Ranch
2000 Old Vine Zinfandel, Mendocino, Mattern Ranch

2003 Zinfandel, Sonoma County
2001 Old Vine Zinfandel, Sonoma County
2000 Old Vine Zinfandel, Sonoma County

1999 Old Vine Zinfandel, Sonoma County
1998 Old Vine Zinfandel, Sonoma County
1997 Old Vine Zinfandel, Sonoma County

CUVÉES

2003 Cuvée Patrick Reserve	2000 Cuvée Patrick	1998 Cuvée Patrick
2001 Cuvée Patrick	1999 Cuvée Patrick	1997 Cuvée Patrick
2002 Cuvée Selena		

MARR

Robert P. Marr
Proprietor | Winemaker

Born in San Francisco, Bob is a quintessential winemaker. He is made from the stuff that most writers dream of... hands on selection of fruit from nurtured relationships, vineyard sources, crushing one ton at a time, personally monitoring each fermentation, punching down each lot. Bob then decides when the process is complete, which barrel to use, and for how long... He is doing it all himself, and his wines reflect his passion.

Bob's family background is mostly French, so the culture of wine and food is a natural lifestyle choice. Two of his great-grandparents came from wine producing regions in Southwestern France. Upon arriving in the Bay Area, great grandfather Jules Roumiguere and Jules' mother Celestine Roumiguere purchased property adjacent to the Water Temple in Sunol. This was to become the ranch where they would plant vines and start their own winery, known by the name of Cote d'Or.

Jules sold most of his wine in bulk to businesses and families in San Francisco's French community. The largest portion of the wine that Jules produced was Zinfandel. At that time, other wineries were just getting started in Southern Alameda County, including Concannon, Wente, and Mirassou. Bob's grandmother and great aunt went to school and church at Mission San Jose, today known as "Warm Springs" by the locals. In 1911, Jules met an untimely death. The family just could not continue alone, so their ranch was sold to PG & E.

As a college student, Bob worked his way through Humboldt State University. During the summer months, he usually went north to Alaska to work as a field biologist, or he worked on fishing boats as a fisherman. After each summer season, Bob would return to Northern California to continue his education.

In 1983, Bob came upon a cellar position for crush at Chateau St. Jean, working first-hand with Dick Schmidt. This is when his passion for winemaking came alive. From that point forward until now, Bob worked crush somewhere every harvest. According to Bob, "I was moonlighting in the cellar."

Bob received his Master of Science degree in Natural Resources in 1985. After graduate school, Bob first moved to San Diego, and then to Seattle, where he continued his fall pattern of working crush (harvest) at a winery every year. This side passion and fascination with the wine industry led to additional moonlighting as a wine steward and an occasional position as a wine salesman with a notable wine shop in the area.

This double life continued... vocation by day, avocation by night, until 1996, when a career opportunity brought Bob back to Arcata, in Northern California. In 1997, Bob started Marr Cellars, his first year producing a Sonoma Old Vine Zinfandel and a Rhone Blend – Cuvee Patrick. Eventually, Bob was employed by the state, bringing him back to the Central Valley. Bob works in Sacramento, and has a small winery in Woodland, just north of Davis, where he resides with his family.

MARR

Winemaking Philosophy

Crafting wines that are extremely fruit-forward in flavor, Marr Cellars is a winery that meticulously creates superlative wine. Our emphasis is to work with small lots of high quality grapes from vineyards with distinctive character and concentration. During harvest, all grapes are cooled, hand sorted, destemmed (not crushed) and "cold soaked" prior to fermentation. Some lots are fermented with indigenous yeast; however, most are inoculated with specific strains to accentuate vineyard and varietal characteristics. Extended maceration is completed as needed. Following slow, cooler fermentation all lots are lightly pressed. Blending is done after aging in French Oak from assorted forests and coopers. The resulting wines are complex with good fruit depth, natural balanced acidity, hints of spice, and soft tannins to complete a memorable, lingering finish.

Vineyard Relationships

Mattern Ranch

Mattern Ranch is located southeast of Ukiah, on the east side of the Russian River near Talmadge. This well drained vineyard features low yielding, head pruned Old Vine Zinfandel, planted around 1930, with newer plantings of Zinfandel and Petite Sirah. We harvest grapes from their older blocks. The vineyard is physically situated in a western sloping benchland area, east of the Russian River, and features low yielding, head pruned vines.

Alger Vineyards

Alger Vineyards is located in Tehama County, on the western slopes of Mount Lassen, near Manton, California. This vineyard was planted to Petite Sirah and Syrah in the mid 1970s. Recently, additional blocks have been planted to Cabernet Sauvignon, Malbec, Petite Verdot, Zinfandel, and Viognier. The vineyard is comprised of well-drained and volcanic soils that are gently rolling to the west between 2,400 and 2,500 feet in elevation. The cool mountain nights and warm (if not hot) days provide ideal growing conditions for high quality wine grapes.

Rominger Vineyards

The Rominger family has been ranching in Yolo County, north of Winters, since shortly after the Gold Rush Era. Their ranch operation is truly diversified. It includes not only wheat, rice, and tomatoes, but it also includes wine grapes. Where the Sacramento Valley meets the east side of the Coast Range in Yolo County is where Charlie Rominger has planted a large number of varietals. His plantings are used for root stock grafting material, as well as wine grape production. His meticulous care and attention to detail provides wines that are concentrated with fully mature, balanced flavors. The warm (sometimes hot) summer days and cool evening breezes help to provide very consistent, high-quality fruit every year.

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2003 Old Vine Zinfandel Mattern Ranch, Mendocino County

Handcrafting wines that are extremely fruit-forward, Marr Cellars is a winery that meticulously creates superlative wine. Our emphasis is to work with small lots of high quality grapes, from vineyards with distinctive character and focused flavors. During harvest, all grapes are cooled, hand sorted, destemmed (not crushed) and "cold soaked" prior to fermentation. Some lots are fermented with indigenous yeast; however, most are inoculated with specific yeast strains to accentuate vineyard and varietal characteristics. Following slow, cooler fermentation, all lots are lightly pressed. Extended maceration is utilized for selected lots. Blending trials are completed after fermentation, and again after barrel aging. All our wines are aged in French and American oak from assorted forests and coopers. New barrels are used sparingly for contributing nuances that enhance (without overpowering) aromas, flavors, mouthfeel, texture, and a lengthy finish.

Appellation and Varietal Content – Mattern Ranch is located southeast of Ukiah, on the east side of the Russian River near Talmadge. We harvest grapes from older blocks that were planted around 1930. This well drained vineyard slopes to the west and features low yielding, head pruned vines, which comprise 90% percent of this blend. The remaining portion of this blend is 10% percent Petite Sirah.

Technical Data

Varietal Content	90% Zinfandel, 10% Petite Sirah
Aging	French and American oak barrels, 28.5% of which is new
Case Production	175cases
Alcohol	15.86%
Residual Sugar	0.132%
Titrateable Acidity	0.65g/100ml
pH	3.67
Release Date	Spring 2005

Tasting Notes

This wine is very similar to its 2001 counterpart; however, the 2003 vintage featured more accessible, richer fruit flavors with more depth. These qualities are quite evident in the resulting wine. The nose features aromas of caramel, toasted cedar and vanilla layered over ripe cherries, plums and blackberries. The palate has a deep, full mouth feel featuring a rich, velvety core of dark plums and Bing cherries framed by softer peripheral tannins and peppery spices that lead to a very long, complex finish with and a touch of citrus and hints of cassis.

Suggested Retail \$23.00

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2001 Old Vine Zinfandel Mattern Ranch, Mendocino County

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Appellation and Varietal Content – Mattern Ranch is located southeast of Ukiah on the east side of the Russian River near Talmadge. This well drained vineyard slopes to the west and features low yielding, head pruned vines, which comprise 95 percent of this blend. The remaining portion of this blend is 3 percent Petite Sirah and 2 percent Syrah from an elevated vineyard in the Tehama Foothills, on the west slopes of Mount Lassen.

Technical Data

Varietal Content	95% Zinfandel, 3% Petite Sirah, 2% Syrah
Aging	24 months in French and American oak barrels, approximately 30% new French oak barrels
Case Production	200 cases
Alcohol	15.5%
Residual Sugar	0.01%
Titrateable Acidity	0.64g/100ml
pH	3.65
Release Date	Spring 2004

Tasting Notes

This wine is a bit rustic and meaty, dominated by aromas of Bing cherries, blackberries and ripe plums, which are tinged with white pepper and hints of minerals. The palate has a deep, full mouthfeel featuring a rich, velvety core of plums, cherries, and rhubarb, and is framed by peripheral tannins and peppery spices. This all leads to a very long complex, almost chalky finish, with hints of port-like flavors and a touch of cassis.

Suggested Retail \$22.00

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2003 Zinfandel Sonoma County

Handcrafting wines that are extremely fruit-forward, Marr Cellars is a winery that meticulously creates superlative wine. Our emphasis is to work with small lots of high quality grapes, from vineyards with distinctive character and focused flavors. During harvest, all grapes are cooled, hand sorted, destemmed (not crushed) and "cold soaked" prior to fermentation. Some lots are fermented with indigenous yeast; however, most are inoculated with specific yeast strains to accentuate vineyard and varietal characteristics. Following slow, cooler fermentation, all lots are lightly pressed. Extended maceration is utilized for selected lots. Blending trials are completed after fermentation, and again after barrel aging.

Appellation and Varietal Content

The Zinfandel grapes for this wine are from two distinctly different locations within Sonoma County that were selected for their complimentary components, structure and quality. We also used Petite Sirah from a third source for another layer of mid-palate flavor, additional color and tannic structure to frame the rich soft Zinfandel fruit. The first source is a mature planting of Zinfandel from a west side bench land area featuring red soils over alluvial gravels at the north end of Dry Creek Valley. Bright fruit, peppery spices and a long finish dominate the wine from this vineyard. The second source is from a hilly area with well-drained sandy soils near Forestville, in the western portion of the Russian River Appellation. The wine from this source features deep, rich darker fruit flavors with hints of brown spices. We also added a touch of Petite Sirah from a higher altitude vineyard with volcanic soils. This component although small provides additional complexity with another layer of fruit, also contributing to the wines depth of color and structure.

Technical Data

Varietal Content	91% Zinfandel, 9% Petite Sirah
Aging	French and American oak barrels, 25% of which is new
Case Production	277 cases
Alcohol	15.80%
Residual Sugar	0.76 %
Titrateable Acidity	0.61g/100ml
pH	3.68
Release Date	Spring 2004

Tasting Notes

This wine has a fruit base that is richer and more forward than its 2001 counterpart. The vineyard sources for this vintage simply had greater volume. Aromas of ripe plums, Bing cherries and cedar with hints of sweet maple and brown spices dominate the nose. The palate is dry yet full bodied, flushed with dense, jammy fruit featuring plums and blackberries, hints of pepper and lingering fruit along with softer, briary tannins and a touch of warmth for a longer, lingering finish.

Suggested Retail \$25.00

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2001 Old Vine Zinfandel Sonoma County

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Appellation and Varietal Content

The Zinfandel grapes for this wine are from three distinctly different locations in Sonoma County that were selected for their complementary components, structure, and quality. All of the vineyards are dry farmed and head pruned; a practice that produces concentrated flavors and firm structure. The first vineyard (5% of the blend) is an older planting of Zinfandel and Carignan; located in the Lytton Springs area of Dry Creek Valley. The second vineyard (55% of the blend) is from vines that are over 90 years old, and are located on Limerick Lane, a warmer microclimate within Russian River Valley. This vineyard is interplanted with several clones of Zinfandel and small amounts of Petite Sirah. The third vineyard (38% of the blend) is from vines that are over 70 years old, located just northeast of Sebastopol, also in Russian River Valley. We added a touch of Petite Sirah (2% of the blend) from a higher altitude vineyard with volcanic soils, located in the Tehama Foothills near Mt. Lassen. This component, although small, enhances the wines depth and structure.

Technical Data

Appellation	Sonoma County
Varietal Content	98% Zinfandel, 2% Petite Sirah
Aging	24 Months in French and American oak barrels
Case Production	125 cases
Alcohol	14.5%
Residual Sugar	0.05%
Titrateable Acidity	0.64g/100ml
pH	3.64
Release Date	Winter 2004

Tasting Notes

The nose is dominated by aromas of ripe plums, Bing cherries, and cedar, with hints of sweet maple and brown spices. The palate is dry yet full-bodied, flush with dense, jammy fruit featuring plums and blackberries, hints of pepper and lingering fruit, along with softer, briary tannins, and a touch of warmth for a long, lengthy finish.

Enjoy this succulent Zinfandel with fresh figs and blue cheese, or baby back ribs in a sweet and spicy Asian glaze.

Suggested Retail \$25.00

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2001 Zinfandel North Coast

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Technical Data

Appellation	67% Mendocino County, 33% Sonoma County
Varietal Content	84% Zinfandel, 16% Petite Sirah
Aging	24 Months in French and American oak barrels
Case Production	150 cases
Alcohol	14.4%
Residual Sugar	0.01%
Titrateable Acidity	0.61g/100ml
pH	3.74
Release Date	Spring 2003

Tasting Notes

This is an occasional bottling that we put together with special wine that doesn't fit the usual profile of our other Zinfandels. This Zinfandel is blended with a noticeable portion of Petite Sirah to add additional backbone and rich flavors. The nose has aromas of Boysenberries, Loganberries, and hints of smoke. The palate has good length featuring blackberries and richer flavored dark stone fruit with a bit of cassis, followed by a touch of spice, warmth, and softer, chalky tannins.

Enjoy this Zinfandel with sautéed pork chops with apple chutney or garlic lamb with vegetable spring rolls.

Suggested Retail \$16.00

MARR

2002 Cuvée Selena Grenache ~ California

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Technical Data

Appellation	California (Yolo County)
Varietal Content	100% Grenache
Aging	11 Months in used French oak barrels
Case Production	75
Alcohol	14.8%
Residual Sugar	0.30%
Titrateable Acidity	0.54g/100ml
pH	3.64
Release Date	Summer 2004

Tasting Notes

The **2002 Cuvée Selena Grenache** exhibits softer, dense varietal aromas, along with subtle but round fruit flavors of strawberries and raspberries. The finish has hints of minerals and a touch of spice with some lingering, almost chalky tannins.

Enjoy this delicate red with pizza that is dressed in ranch sauce, fresh mozzarella, basil, artichoke hearts, bacon, Roma tomatoes, red and green onions and prosciutto.

Suggested Retail \$18.00

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2001 Cuvée Patrick Petite Sirah ~ California

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Technical Data

Appellation	California (76% Colusa County, 16.67% Solano County, 8.33% Yolo County)
Varietal Content	75% Petite Sirah, 8.34% Grenache, 8.33% Mourvedre, 8.33% Syrah
Aging	24 Months in older French and American oak barrels
Case Production	300 cases
Alcohol	13.45%
Residual Sugar	0.11%
Titrateable Acidity	0.69g/100ml
pH	3.64
Release Date	Spring 2004

Tasting Notes

The nose and palate feature a combination of brighter red fruit (raspberries and strawberries) and a wisp of rose petals, along with dense, darker fruit of ripe blackberries and plums, with a touch of brown spices. The palate is moderately rich, showing good varietal character and some depth. The finish is a bit lighter, and yet, perhaps, more complex than one might expect. This wine is meant to be a good value that is easy to drink, a touch rich and complex, with good varietal character.

Suggested Retail \$13.00

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2001 Syrah Sonoma County

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Technical Data

Appellation	85% Sonoma County (75% Russian River Valley, 10% Dry Creek) 12% Solano County Syrah, 3% Tehama County, Tehama Foothills
Varietal Content	100% Syrah
Aging	22 Months in older French and American oak barrels
Case Production	300
Alcohol	14.8%
Residual Sugar	0.30%
Titrateable Acidity	0.60g/100ml
pH	3.78
Release Date	November 2003

Tasting Notes

The **2001 Marr Cellars Syrah** exhibits softer dense varietal aromas along with subtle but round fruit flavors, followed by a touch of spice and some lingering, almost chalky tannins. The initial aromas are meaty and zesty, with a combination of dense dark fruit, smoke, and spice. The palate is full, rich, and supple, featuring ripe plums and dark cherries with a touch of smoke and tar leading to hints of minerals that combine with softer tannins for a long drifting finish.

Suggested Retail \$16.00

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2003 Petite Sirah, Tehama Foothills, California

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Appellation and Varietal Content

California: 88 percent Tehama Foothills Petite Sirah, 10 percent Tehama Foothills Syrah and 2 percent Yolo County Viognier. The best grapes for wine often come from areas that have marginal or limiting weather and stressful growing conditions. This Petite Sirah comes from a region that has late spring frosts or even snow, very hot, dry summers and the potential for early fall rains every year. The altitude of this vineyard provides for cool nights during the hot summer growing season. As a result the grapes have great tannic structure and firm fruit acids. The vines must be cropped back so that the remaining clusters can be harvested fully mature before wet fall weather moves in. The grapes are selected from Alger Vineyards, which was established in the mid 1970's, and sits at approximately 2,500 feet on the western reaches of Mount Lassen in northern California. These older blocks of mature Petite Sirah and Syrah vines were planted in well drained, volcanic soils on arid slopes, with views of mountains in the distance.

Technical Data

Varietal Content	88% Petite Sirah, 10% Syrah, 2% Viognier
Aging	12 months in French and American barrels from Gillet, Keystone, Nadalie and Seguin-Moreau cooperage's, 30% of which is new.
Case Production	84 cases
Alcohol	14.90%
Residual Sugar	0.37 %
Titratable Acidity	0.68g/100ml
pH	3.65
Release Date	Spring 2005

Tasting Notes

The initial aromas are meaty and pungent with a combination of dense dark berry fruit such as blackberries and loganberries, along with hints of smoke, spice and a bit of orange peel. The palate is full, rich, and supple, featuring ripe plums and dark cherries with a touch of smoke and tar leading to hints of minerals that combine with softer tannins for a long drifting finish.

Suggested Retail \$27.00

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2002 Petite Sirah Tehama Foothills, California

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Appellation and Varietal Content

California, appellation is broken down in the following way: 92 percent Tehama Foothills Petite Sirah, 8 percent Tehama Foothills Syrah. The best grapes for the wine often come from areas that have marginal or limiting weather and stressful growing conditions. This Petite Sirah comes from a region that has late spring frosts or even snow, very hot, dry summers and the potential for early fall rains every year. The altitude of this vineyard provides for cool nights during the hot summer growing season. As a result the grapes have great tannic structure and firm acids. The vines must be cropped back so the remaining clusters can be harvested fully mature before wet fall weather moves in. The grapes are selected from Alger Vineyards which was established in the mid 1970's at about 2500 feet on the western reaches of Mount Lassen in northern California. These older blocks of mature Petite Sirah and Syrah vines were planted in well drained volcanic soils on arid slopes.

Technical Data

Appellation	Tehama Foothills, California
Varietal Content	92% Petite Sirah, 8% Syrah
Aging	12 Months in French and American oak barrels
Case Production	200 cases
Alcohol	14.5%
Residual Sugar	0.20%
Titrateable Acidity	0.82g/100ml
pH	3.35
Release Date	Summer 2004

Tasting Notes

The initial aromas are meaty and zesty with a combination of dense dark berry fruit such as blackberries and loganberries, along with hints of smoke, spice and a bit of orange peel. The palate is full, rich, and supple, featuring ripe plums and dark cherries with a touch of smoke and tar leading to hints of minerals that combine with softer tannins for a long drifting finish.

Enjoy this smooth Tehama Foothills Petite Sirah with Apricot Braised Prime Rib, roast suckling pig, or French Onion Soup with roasted garlic toast.

Suggested Retail \$27.00

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How to obtain our wines!

We appreciate your interest. Feel free to contact us regarding our mailing list, retail outlets that carry our wines, any special requests, or with any questions you might have.

If you're interested in placing an order, please visit our Website at www.marrcellars.com and visit our On-line store. You may also contact us by mail, and enclose a check for the total amount of your order. *Please order in six or twelve bottle lots.*

2001 Mendocino, Mattern Ranch Old Vine Zin (\$22)	6-bottles \$132, 12-bottles \$264	\$ _____
2003 Mendocino, Mattern Ranch Old Vine Zin (\$23)	6-bottles \$138, 12-bottles \$276	\$ _____
2003 Sonoma Zinfandel (\$25)	6-bottles \$150, 12-bottles \$300	\$ _____
2001 Sonoma County Syrah (\$16)	6-bottles \$96, 12-bottles \$192	\$ _____
2002 Cuvee Selena, Grenache, CA (\$18)	6-bottles \$108, 12-bottles \$216	\$ _____
2001 Cuvee Patrick, Petite Sirah, CA (\$12)	6-bottles \$72, 12-bottles \$144	\$ _____
2003 Tehama Foothills Petite Sirah (\$27)	6-bottles \$162, 12-bottles \$324	\$ _____
2002 Tehama Foothills Petite Sirah (\$26)	6-bottles \$156, 12-bottles \$312	\$ _____
	Subtotal	\$ _____
	Tax: Outside of California, no tax; in state rate @ .0775 (7.75 %)	\$ _____
	CA shipping: six bottles \$14, twelve bottles \$19 (Outside CA, please call for shipping amount)	\$ _____
	Grand Total enclosed	\$ _____