

# ROAD 31 WINE CO.

*grin-inducing pinot*

Spring 2003

Friends, Kansans, Countrymen:

Greetings from Napa. I am extremely proud to announce the arrival of Green Truck Cellars Pinot Noir 2001! And, I wanted to give you a chance to get in on the I.P.O.—Initial Pinot Offering. At least some investments in this day and age are still certain to provide glorious returns...

The name Green Truck may bring a few chuckles (as is intended—for I believe the world, and particularly the wine world, takes itself just a wee bit too serious at times). But be assured that this is serious Pinot Noir: serious, grin-inducing Pinot Noir. Attached is a little fact-sheet on the wine so you'll know some detail. Also, the website [greentruckcellars.com](http://greentruckcellars.com) has more information than I suspect any of you will ever read.

Frankly, the 2001 was originally *not* going to happen. Due to an intense new travel-heavy job at Luna (the day winery), I'd lined up vineyards for the following year, figuring I just wouldn't have time to dedicate to the '01 vintage. But then 9-11 crashed into our lives. Yes, that is the tragic reality: the grounding of airlines and the stalled economy are what gave me the time to get into the '01 vintage. But it is the *poetic* reality as well: just like everyone else in our country, 9-11 focused me on an introspective look. Me, I got to go back to the earth, the vines, and got out of bed ridiculously early to watch over fermentations. It was a therapeutic journey—one I'm grateful to now have the opportunity to share with you.

There, I got in my nod to 9-11. I've been slaving over how to do that without bringing everyone down. Successful or not, I'm moving back to the fun stuff...

Small-batch fermentations result in, well...small batches of finished wine. Such is the way it goes with the availability of Green Truck Cellars Pinot Noir. Harvest in '01 produced just 250 bottles, and the wine is sold exclusively through this mail-list offering.

I believe the order form on the flip side is self-explanatory, but I'll reiterate a few details here. Green Truck Pinot Noir 2001 is \$35/bottle and offered in three-bottle minimum (then 6, 12, etc.) I will try my best to provide everyone with their initial allocation and fill additional allocations as I can, subject to wine availability. Priority will be given to orders returned by March 15. The shipment will go out late March.

As for the eponymous '66 green Ford truck, rest assured that the beloved vehicle is holding up well, with the possible exception of an unreliable horn. Its "Twin I-Beam" suspension (originally put to use on granddad's Kansas farm, as most of you know) seems downright overjoyed to be hauling grapes around Carneros. I inquired about a new paint job the other day, but have yet to find someone that shows the proper commitment to matching the all-important original *hue* of green.

I hope this letter finds you well, and that we hear from you soon. Keep on truckin'...

Kent Fortner (Winecrafter/Truck Owner)



NAPA VALLEY

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