

# ROAD 31 WINE CO.

*grin-inducing pinot*

Spring 2004

Dear Truckers:

It's arrived: Green Truck Cellars 2002 Napa Valley Pinot Noir. And, it comes not a moment too soon; I firmly believe that the entire world is overdue for a simple infusion of "Vitamin P."

The attached sheet provides probably more information than you need to know about the wine. But in summary, we managed to "turn up the volume" with the 2002. After winning blind tastings and receiving fantastic reviews on the 2001, I can't wait for you to try this vintage. If it does not change your life, I am supremely confident that the wine will at least achieve the goal of inducing a grin.

"Will you have enough for me to get my fill this year?" I keep getting asked. The answer is a qualified yes. Although the mail list has swollen considerably after last year's rapid sell-out, I did craft more this vintage. Still miniscule by most standards, it is hopefully enough to get the current mail-list folks their fill. And perhaps, we'll finally have a little vino for West Coast restaurants as well. Tiny batches of hand-crafted wine result in, well, limited supplies.

The ordering process is like last year, (as straight forward as I can muster). Use the order sheet on the reverse of this letter, and I'll reiterate a few highlights. Green Truck Pinot Noir 2002 is \$35/bottle and offered in three-bottle minimum (then 6, 12, etc.) I will try my best to provide everyone with their requested allocation, with priority given to orders returned by March 31 and a special nod given to folks who have put previous vintages in their cellar. The shipment will go out mid-April. And, if all this confuses you, just call—I can explain via phone.

You should also call if you are coming to Napa. As proud as I am of the wine, I might be even more proud of the convoy of truckers that we're putting together, many of which have already stopped by to taste wine out of barrel in the caves or pitch some horseshoes in the vineyard. RJ and I recently went down and rescued our newest member of the family (and our newest addition to the winemaking team), Annie the wonder-mutt, from death row at a Madera animal shelter; Annie and I would be happy to host you. We may even put you to work.

In the "mojo" portion of the following sheet, I share some sad news of the passing of Ben (our former assistant "winebarker") and some good news about the long-overdue refurbishing of the truck. But besides that, life still rolls on for us in Napa. RJ is still busy at the Marin Humane Society—single-handedly saving the entire companion animal kingdom—and although I am concentrating more and more time and effort on the Green Truck, I am still holding down my day job...oh, and a little fly-fishing and backcountry now and then.

I hope this letter finds you happy and well, and that we hear from you soon. I look forward to sharing with you the new vintage of Napa-Valley, grin-inducing Pinot Noir. Keep on truckin'...

Kent Fortner (Winecrafter/Truck Owner)  
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NAPA VALLEY

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