

ROAD 31 WINE CO.

grin-inducing pinot

Spring 2006

Dear Truckers:

Are you all going to call me a nerd if I open this letter with my excitement about a website? We just (yesterday) launched the new Green Truck site. It's not that big of an overhaul, just an update in graphic and story, with the one major exception that I'm finally (by popular demand) taking the plunge into on-line ordering. Yup, if the fax machine jamming or my scruffy voice on the other end of the phone is driving you crazy, you can now saddle up to www.greentruckcellars.com, click on the dog, and order your wine via the amazing world of the internet. More on "clicking on the dog" in a moment.

The precipitation continues in Napa. After the wet spring in 2005, and such a cool growing season, the rains descended yet again after harvest, culminating in the flood on New Year's Eve. You may have heard about it; I myself was riding my mountain bike by the CNN reporter at one point. If you are worried about the vines, don't be; they can handle it. Frankly, as long as the trellising and root structure don't get completely washed away, the vines could care less; they sleep through it all. But, the water sure makes for a lot of work in the vineyard. That, and there were a lot of Napans who had to shovel debris, mud, old carpets, old appliances, and even a few old in-laws out of their basements after the storm. Thankfully, our home avoided all that with the exception of a few downed tree limbs. As I write this, however, more rain is on its way, and the grass in the backyard is already knee-high.

Speaking of storms, some of you may know that we fostered a dog—the "Unsinkable Molly Brown"—from Hurricane Katrina. She got pulled off of some lonely rooftop somewhere in Jefferson Parish; the rest of her story we can only imagine. We loved her up for four months and through the holidays while she went through some brutal heartworm treatment. I am now most excited to say that she just went back to the shelter and within a week was adopted by a single, female, crew-rowing minister from Marin. Blessed turn of events, indeed. Molly Brown even made the local paper and the local radio station when she went back for adoption. It was a great success story.

On to the task at hand: the 2004 Green Truck Pinot Noir is ready to roll. It's a wonderfully pure wine. It's the kind of wine that perhaps sits a little closer to the front of the class than its sibling predecessors. It is hip, but also well-pressed. See the accompanying fact sheet.

There wasn't enough to go around last year, and I seriously made some people angry. So, your "allocation" now appears on the order sheet. When you place your order—on-line or via the traditional means—you will be held to that allocation. And, the allocation is not, unfortunately, a guarantee. I think there is enough wine to meet the allocations, *but it is still first come, first serve*. Which is why I want to direct you to the website. Go to www.greentruckcellars.com, click on the picture of Ben the chocolate lab in the back of the green truck, and that'll take you to the super-secret-decoder-ring login page. The e-mail/log-in we have on file and your temporary password are on your order sheet as well. Or, you can still order the old-fashioned way: fax, phone, or e-mail. The initial order window will close in April 10. Oh, and so you know, the idea is that future allocations will be based upon purchase history. Finally, I should mention that you might receive this letter/offer electronically as well. Whew.

There's no joy like truckers everywhere enjoying a bottle over dinner. I thank you, so much, for helping make my dream come true.

Keep on truckin'

Kent Fortner – Winemaker/Truck-owner



NAPA VALLEY

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