

Dear friends, former lovers, open-minded mailing list members,

Although I admit to occasionally fantasizing about trashing a hotel room like drummer Keith Moon did on his 21st birthday (how did his brand new Lincoln Continental end up floating in the Holiday Inn swimming pool?!?), I hate staying in hotels. Nothing puts me in a funk quite like a clean, don't-touch-anything, soul-depleting hotel. I prefer the comforts of a friend's house: sleeping on the couch, emptying the fridge, and exfoliating with god-knows-what during my 20-minute hot showers. And so, just as birds fly north for the summer, Russell P. From hits the road for the **Herman Story Summer Tour**, all in the name of good wine. My packing list: lucky boxers, swim trunks, and lots and lots of Herman Story wine. To see if I'll be in your neck of the woods, check the schedule at the end of the email.

I need you

Location: NY, NJ, TX

In my life I've been accused of being lots of things. They call me "irresponsible," or "obsessive," "unable to draw the line between fantasy and reality, and "a raving lunatic." But never have I been accused of being boring. On that note, I'd like to invite those of you who live in the New York/New Jersey area or in Texas to have me over for a **Herman Story Open Engagement**. I'll be driving through your area (and I realize that NY/NJ and TX are pretty large "areas" - I'm willing to put in the miles) with enough wine to host a winemaker dinner for 8 to 12 people. If you provide the food, your friends and the venue, I'll provide the wine, yours truly, and more tales of winemaking hilarity and heartbreak than you can shake a stick at. Check out the available dates on the calendar below and give me a call on my cell (805.714.9966) so we can firm-up the details.

Details on me needing you

Who: People in NY/NJ and TX and 8-12 friends

When: May 18 and June 21, respectively

What: Open Engagement Winemaker Dinners

Where: Wherever you want

Cost to you: Food, the people, and the venue

Cost to me: Herman Story wine and entertainment (aka myself)

RSVP: Call me NOW: 805.714.9966

Owner/Operator meets Singer/Songwriter

Location: Paso Robles

I have a soft spot for starving artists, probably because they share a lot of the same challenges as small-production winemakers. A couple months ago I was in Berkeley peddling my wares at a wine bar, wheeling a hand-truck stacked with wine into the back entrance when I heard singer/songwriter **Ian McFeron** playing. Before I knew it, my head was bobbing and my toes were tapping in time. We got to talking after his set and I discovered that 1) Ian is from Seattle and 2) Ian is really into wine. So I invited him to the winery to do a gig. Win-win. I think he may stay on my couch. Check out his stuff here: <http://www.ianmcferon.com/> then come hear it live at the Barrel 27 tasting room on June 10th. We'll barbecue something delectable and drink Herman Story and Barrel 27 wines while listening to Ian's guitar, fiddle, bass and drum combo. I

might even sneak a few barrel samples for everyone.

What: Ian McFeron Show

When: Wednesday, June 10th, 7pm

Where: Barrel 27 Tasting Room

RSVP: Yes! 805.714.9966 or email me back

Cost: Free as the wind blows...

A Delicious Herman Story FLOAT

Location: Paso Robles

Last year, when I first considered inviting wine club members with me to drink cheap beer while floating on an innertube down the Salinas River on a flaming-hot summer day, it didn't seem like that strange an idea. After all, that's how I spend a good number of my shirt-less Paso days. But well-meaning friends told me that fans of Herman Story Wine didn't want to strip down to their skivvies and bob downriver. Instead, they suggested serving something like Costco heat-n-eat appetizers along with a classical guitar performance. Or maybe a string quartet and air conditioning.

Sorry, folks. If you were holding your breath for a tame Herman Story Indoor Funfest, I can't promise it will ever happen. However, I can promise loads of fun at the River Float this July 11. Last year's event marked a real awakening for many Herman Story Wine fans who had never wedged their tushy into an inflatable tube and drifted in a current for hours. They'd had no idea what they were missing. Ask any of them: it's peaceful, relaxing, and rejuvenating, sort of like a day spa. Sort of.

Included in the price of your tubing adventure (which, honestly, who can put a price on perfection?):

- transportation to and from San Luis Obispo and Paso Robles
- lots of Herman Story wine
- kick-ass lunch made by my own two hands
- your own tube to keep forever
- a carne asada BBQ and bring-your-own-bottle wine-sharing party afterward at the Barrel 27 tasting room (I'll have plenty of Herman Story wine there, but I'd love to taste what you all are drinking, too)

What: Herman Story Wines 2nd Annual River Float

When: Saturday, July 11

RSVP: By July 1 using this handy [ORDER FORM](#)

Time: Vans are leaving from both San Luis Obispo (9:00 am) and Paso Robles (10:00 am). You can select which location is best for you.

Location: The Salinas River, 20 minutes outside of Paso Robles, CA

What to bring: towel, sunscreen, water shoes/flip flops, sunglasses, hat, bathing suit, change of clothes, great wines to share at dinner

Cost: \$100 per person*

*About the price: I know \$100 looks pretty steep for a day slumming it with me on the river, but it pretty much only covers the true costs. If I wanted to hit the jackpot, a day of redneck rafting would not be my business model. I just enjoy floating and I think you will too.

Finally, if you'd like to order any wine, please use these links:

Mailing List - Order Form:

http://www.hermanstorywines.com/pdf/hermanstory_spring09_orderform.pdf

Wine Club - New Member Sign-Up/Order Form:

http://www.hermanstorywines.com/pdf/hs_order_form_wineclub.pdf

I still have a little left of the most recent releases, but supplies are dwindling (*cough**cough*...White Hawk Syrah *cough* ...going fast) That's enough out of me. Happy summer.

Earnestly yours,

Russell From, Winemaker
Herman Story Wines

HERMAN STORY "LOCK UP YOUR DAUGHTERS" SUMMER TOUR

*Herman Story was a teller of tales
His grandson is a pillager of innocence*

May 15th - Winemaker Dinner at Nage Restaurant, Rehoboth Beach, DE (<http://www.nage.bz/>)

May 18th - Open Engagement, New Jersey/New York

June 10th - Industry Night with Ian McFeron at Barrel 27 Tasting Room

June 13th - Wines in the Pines, Pine Mountain, CA (<http://www.ianmcferon.com/>)

June 14th - Ojai Wine Festival, Ojai, CA (<http://www.ojaiwinefestival.com/>)

June 20th - Larner Fete Picnic at the Vineyard, 11:30-4pm (wanderingdogwinebar.com or 805.686.9126)

June 21st - Open Engagement, Somewhere in Texas

June 27th - SLO Food Bank Benefit Tasting (for tickets, contact Cheryl Price at 805.710.6516 or Paulla Ufferheide at 805.934.3205)

July 11th - 2nd Annual River Float

July 17th - MY BIRTHDAY and Herman Story tasting at Wine Sellar & Brasserie, San Diego (888.774.WINE)

September 2nd - Wally's Wine & Spirits Central Coast Wine and Food Celebration benefiting the Michael Bonaccorsi Scholarship Fund (1-888-9-WALLYS)