

THE WORD

Jennifer and Brian are celebrating their sixth wedding anniversary on October 26. This poem, one of their favorites by early twentieth century San Francisco poet George Sterling, was read at their wedding.

**The Cool, Grey City of Love**  
By George Sterling (1869-1926)

Tho I die on a distant strand,  
And they give me a grave in that land,  
Yet carry me back to my own city!  
Carry me back to her grace and pity!  
For I think I could not rest  
Afar from her mighty breast.  
She is fairer than others are  
Whom they sing the beauty of.  
Her heart is a song and a star-  
My cool, grey city of love.

Tho they tear the rose from her brow,  
To her is ever my vow;  
Ever to her I give my duty –  
First in rapture and first in beauty,  
Wayward, passionate, brave,  
Glad of the life God gave.  
The sea-winds are her kiss,  
And the sea-gull is her dove.  
Cleanly and strong she is –  
My cool, grey city of love.

The winds of the Future wait  
At the iron walls of her Gate,  
And the western ocean breaks in thunder,  
And the western stars go slowly under,  
And her gaze is ever West  
In the dream of her young unrest.  
Her sea is a voice that calls,  
And her star a voice above,  
And her wind a voice on her walls –  
My cool, grey city of love.

Tho they stay her feet at the dance,  
In her is the far romance.  
Under the rain of winter falling,  
Vine and rose will await recalling.  
Tho the dark be cold and blind,  
Yet her sea-fog's touch is kind,  
And her mightier caress  
Is joy and the pain thereof;  
And great is thy tenderness,  
O cool, grey city of love!

[1920]

SMALL LOT, SINGLE-VINEYARD PINOT NOIR...  
CREATED TO STIR THE SOUL,  
LIKE A GOOD POEM  
ON A COOL, FOGGY DAY.

WAITS-MAST FAMILY CELLARS NEWSLETTER  
VOLUME 1, ISSUE 1: NOVEMBER, 2008

how we got started



Waits-Mast Family Cellars was founded by Brian Mast and Jennifer Waits in San Francisco in 2005. When we first met back in the late 90's, we would often get together with friends and go on "moonlight meanders" (originated by our friend Samuel in L.A.). Born of a love of poetry and the romance of a cool night in the mountains, these moonlit hikes led us through the lush hills of Northern California. Huddled on the dark hillsides, sharing our favorite poems, stories and tasty snacks, we needed something to warm our gullet and nurture our soul. Wine was passed around, as was lively conversation. And as our literary tastes expanded, so too did our palates.

Like the moonlight meanders, we traversed the California coast, exploring its many wine regions — from Anderson Valley to Santa Barbara County. Like a verse that haunts you, Pinot Noir kept on finding us, tapping our shoulder. It was always (and remains) our favorite varietal. Simply enjoying this new passion wasn't enough, however; we committed ourselves to taking a crack at our own shared vision of Pinot Noir. That was back in 2005, the year of our first vintage. We're on our fourth vintage now and this November we will finally be able to sell our wine online and in stores and restaurants.

the wine

A good poem finds just the right words to express an emotion, an experience or a place. Similarly, a good bottle of wine can summon the beauty of the earth or transport you to another time, but more importantly, when surrounded by loved ones, it can stir the soul. When we make our small lot, single vineyard Pinot Noir, we want to bring you such an experience. We're meandering through some of the best growing regions for this varietal, looking to express a specific plot of land and a particular point in time...and then bring you a delicious bottle of wine to share with food, friends and perhaps some good poetry.



In 2007, we made Pinot Noir from Anderson Valley and Santa Rita Hills. You can find more information on those wines at [www.waitsmast.com](http://www.waitsmast.com). This year, we are making wine from both of these regions in addition to Pinot Noir from the Russian River Valley. You can read about the progress of the 2008 vintage – and other news and ponderings – in our ValleyFogBlog at [www.valleyfog.wordpress.com](http://www.valleyfog.wordpress.com).

where we're pouring



To celebrate the launch of our new 2007 wines, Waits-Mast Family Cellars will be pouring at Pinot Days at Navy Pier. Pinot Days is a great opportunity to try North American Pinot Noirs from producers large and small, all in one place. Brian is especially excited to pour at the event because he is from the Midwest and has many friends and family in Chicago.

We'll be pouring our 2007s as well as our 2006 Hein Vineyard. You can find us at the Grand Festival Public Tasting on Saturday, November 15, 2008 – we'll be at the Crushpad table. For more information, go to: <http://www.pinotdays.com/>

### hear us on the radio



Brian was interviewed on October 22, 2008 on Vin Village Radio, a weekly wine-oriented radio show that airs on wsRadio.com and can be found on iTunes radio or at [www.winefair.com](http://www.winefair.com). Steven Spurrier was also interviewed on the same show that day. Spurrier is well-known for staging the famous “Judgement of Paris” tasting in 1976, where California’s then-upstarts like Chateau Montelena and Stag’s Leap upset the best French wines in a blind tasting. The story (with some creative license) was made into a movie recently, called Bottle Shock.

### join our mailing list

If you want to join our mailing list, log on to [www.waitsmast.com](http://www.waitsmast.com).

### coming soon

Stay tuned to our website and next newsletter for more details about our fall release. Our 2007 wines will be available through our online store at [www.waitsmast.com](http://www.waitsmast.com).



### contact us

If you have a question about one of our previous vintages, please email Brian at [brian@waitsmast.com](mailto:brian@waitsmast.com) or call (415) 405-6686.