

# Sea Monster

## THE VISION . . .



THE SEA IS MY INSPIRATION FOR ALL THINGS SEA MONSTER: OYSTERS, LOBSTER, CRAB..... WAIT, IT'S DEEPER THAN THAT. CLOSE YOUR EYES AND ENVISION HARVESTING OYSTERS FROM MUDDY FLATS IN WASHINGTON'S FOGGY, CRAGGY INLETS. PICTURE A SUNNY MAINE MORNING ON A LOBSTER BOAT ON A CRYSTALLINE SEA PULLING LOBSTER TRAPS FROM THE OCEAN AND SMELLING THE BRINY SWEETNESS OF THE OCEAN MIST. IMAGINE SCUBA DIVING ALONG THE ROCKY MAINE COAST AND SWIMMING UP A ROCK WALL COVERED IN GREEN SPINY SEA URCHINS.... YOU MAY KNOW IT AS UNI. CAN YOU TASTE IT? THIS IS WHERE I COME FROM AND WHO I AM.... OF THE SEA... A SEA MONSTER.

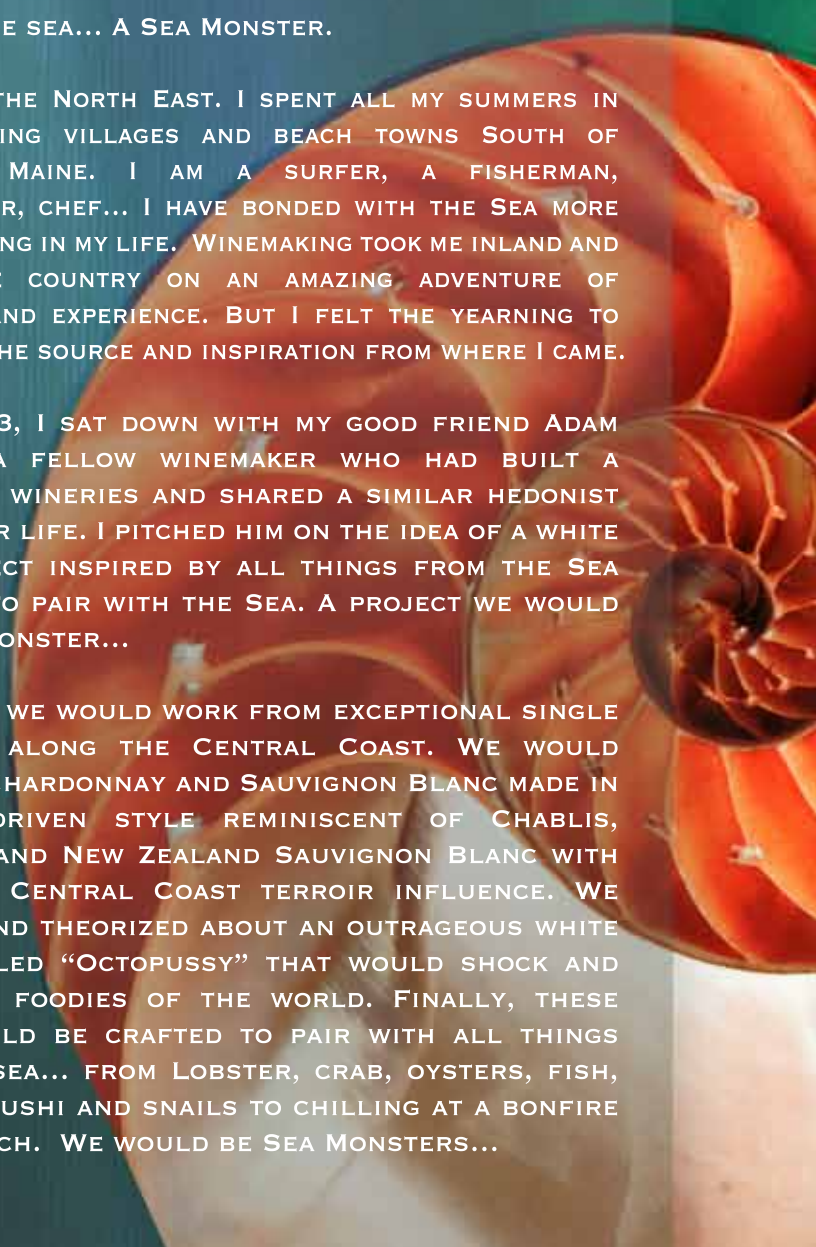
I AM FROM THE NORTH EAST. I SPENT ALL MY SUMMERS IN LITTLE FISHING VILLAGES AND BEACH TOWNS SOUTH OF PORTLAND, MAINE. I AM A SURFER, A FISHERMAN, BEACHCOMBER, CHEF... I HAVE BONDED WITH THE SEA MORE THAN ANYTHING IN MY LIFE. WINEMAKING TOOK ME INLAND AND ACROSS THE COUNTRY ON AN AMAZING ADVENTURE OF DISCOVERY AND EXPERIENCE. BUT I FELT THE YEARNING TO RETURN TO THE SOURCE AND INSPIRATION FROM WHERE I CAME.

SO, IN 2013, I SAT DOWN WITH MY GOOD FRIEND ADAM LAZARRE, A FELLOW WINEMAKER WHO HAD BUILT A NUMBER OF WINERIES AND SHARED A SIMILAR HEDONIST PASSION FOR LIFE. I PITCHED HIM ON THE IDEA OF A WHITE WINE PROJECT INSPIRED BY ALL THINGS FROM THE SEA AND MADE TO PAIR WITH THE SEA. A PROJECT WE WOULD CALL SEA MONSTER...

WE AGREED WE WOULD WORK FROM EXCEPTIONAL SINGLE VINEYARDS ALONG THE CENTRAL COAST. WE WOULD FOCUS ON CHARDONNAY AND SAUVIGNON BLANC MADE IN AN ACID DRIVEN STYLE REMINISCENT OF CHABLIS, SANCERRE AND NEW ZEALAND SAUVIGNON BLANC WITH IT'S LOCAL CENTRAL COAST TERROIR INFLUENCE. WE SCHEMED AND THEORIZED ABOUT AN OUTRAGEOUS WHITE BLEND CALLED "OCTOPUSSY" THAT WOULD SHOCK AND AMAZE THE FOODIES OF THE WORLD. FINALLY, THESE WINES WOULD BE CRAFTED TO PAIR WITH ALL THINGS FROM THE SEA... FROM LOBSTER, CRAB, OYSTERS, FISH, OCTOPUS, SUSHI AND SNAILS TO CHILLING AT A BONFIRE ON THE BEACH. WE WOULD BE SEA MONSTERS...

PRODUCED & BOTTLED BY:  
MERMAN & SEABITCH  
PASO ROBLES, CA

CONTACT US:  
980 AIRWAY COURT SUITE F  
SANTA ROSA, CA 95403  
707-527-7355  
SEAMONSTERWINES.COM



## THE WINEMAKERS . . .



CHRISTIAN  
TIETJE



ADAM  
LAZARRE

# Sea Monster



CHRISTIAN TIETJE  
(A.K.A. SEABITCH)

### CHRISTIAN TIETJE

#### MY 20 YEAR ACID TRIP... AND WHY I AM THE SEABITCH

I BEGAN MAKING CHARDONNAY IN 1993 WORKING FOR WINERIES IN NAPA, CALIFORNIA, WHERE I LEARNED MY BASIC WINE TRAINING. I MASTERED VINEYARD SOURCING, TANK AND BARREL FERMENTATION TECHNIQUES ALONG WITH ALL THINGS OAK. CALIFORNIA WAS DEEP IN THE GRIP OF BIGGER, FATTER, CREAMIER, OAKIER! IT WAS POPULAR, BUT NOT MY STYLE OF WHITE WINE, SO I TURNED MY ATTENTION TO MY LUST FOR REDS. LUCKILY, WITHIN A FEW YEARS, I WAS ABLE TO TRAVEL TO THE SOUTH OF FRANCE WHERE I WORKED IN THE EUROPEAN STYLE OF WINEMAKING. THE EUROPEANS ARE MORE CONCERNED WITH BALANCE AND TERROIR THAN THE SHEER SIZE OF A WINE. THESE WERE THE WINES THAT I WAS EXPOSED TO IN MY EARLY YEARS IN THE RESTAURANT WORLD IN NEW ENGLAND. THE ACID DRIVEN STYLE OF WHITE BURGUNDY, CHABLIS AND SANCERRE, AND THE SYMBIOTIC RELATIONSHIP THEY SHARE WITH FOOD, BECAME THE CORNERSTONE TO MY WINEMAKING PHILOSOPHY. THUS, I IMMERSSED MYSELF IN THE ACID DRIVEN STYLE OF WHITE WINEMAKING.

THIS WAS MY ORIGINAL INSPIRATION IN THE LATE 1990S FOR MAKING "NAKED" CHARDONNAY UNDER THE FOUR VINES LABEL. AT THE TIME THERE WAS ONLY BIG CREAMY OAK MONSTERS COMING OUT OF CALIFORNIA. NEW ZEALAND SAUVIGNON BLANC WAS JUST STARTING TO MAKE WAVES AND A FEW AUSTRALIANS WERE TOYING WITH "NO OAK" WINES. ALTHOUGH I HAD STARTED A "BIG RED" WINERY, I WAS INSPIRED TO PRODUCE A SMALL AMOUNT OF AN ACID DRIVEN WHITE FOR MY OWN SELFISH REASONS, BECAUSE I LIKED IT.... HENCE THE STORY AND CRAZY SUCCESS OF NAKED CHARDONNAY WAS WRITTEN. ONCE FOUR VINES HAD BECOME TOO BIG MY PARTNERS AND I SOLD IT. I WANTED TO GET BACK TO MY ROOTS OF SMALL LOT, VINEYARD BASED WINEMAKING.

TODAY I SATISFY MY LUST FOR MY BIG REDS AT CYPHER WINERY MAKING EXTREME WINES FROM EXTREME HILLSIDE VINEYARDS. BUT WHAT OF MY WHITE WINE FETISH... THE SEA IS CALLING ME.... THE SEA MONSTER LIVES!!

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CHRISTIAN  
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ADAM  
LAZARRE

# Sea Monster



*Adam Lazarre*

ADAM LAZARRE  
(A.K.A. MERMAN)

### ADAM LAZARRE

#### HEDONIST... AND WHY I AM MERMAN

I AM A NATIVE ANGELENO. I WAS BORN JUST A FEW MILES FROM THE OCEAN IN SANTA MONICA. WHEN MY DAD DECIDED TO ABANDON HIS HOLLYWOOD ACTING CAREER, WE MOVED EAST TO CONNECTICUT. THE SMELL OF THE OCEAN IS FAR MORE PRONOUNCED ON THE EAST COAST THAN THE WEST COAST. THE BRINE, THE SURF, THE SEAWEED, IT'S OMNIPRESENT, ANYWHERE YOU ARE. YOU KNOW OF WHAT I SPEAK...A SEA BREEZE. YOU CAN SMELL IT'S SALTY SWEETNESS AS IT FILLS YOUR LUNGS AND EXCITES YOUR SOUL.

MY PATH HAS TAKEN ME MANY PLACES. FROM SCHOOL IN UPSTATE NEW YORK TO BECOME AN AEROSPACE ENGINEER, TO MY TIME AS A GUITARIST IN A HARD ROCK BAND, I WAS ALWAYS DRAWN BACK TO THE SEA. SO, I JOINED THE NAVY AND TRAVELED THE WORLD. TO THIS DAY, I REMEMBER THE FEELING OF STANDING ON THE BOW OF A SHIP WHILE PASSING UNDER THE GOLDEN GATE BRIDGE HEADED OUT TO GOD KNOWS WHERE. THE WORLD SEEMED FULL OF ENDLESS POSSIBILITY AND ADVENTURE. THE SEA MADE ME FEEL ALIVE...

IT WAS ON THIS GREAT JOURNEY WHILE STATIONED IN SEATTLE, THAT I DISCOVERED WINE. SEATTLE IS A SPECIAL PLACE WITH ITS OWN CULINARIA THAT IS STILL ONE OF THE BEST KEPT SECRETS OF THE GREAT NORTH WEST. IT IS ALL ABOUT SEAFOOD AND IT'S ALL ABOUT WINE THAT GOES WITH SEAFOOD. AS A YOUNG, SINGLE GUY IN SEATTLE, YOU ONLY STOOD A CHANCE FOR GETTING A DATE IF YOU KNEW SOMETHING ABOUT FOOD AND WINE. SO I TOOK IT UPON MYSELF TO LEARN AS MUCH AS I COULD AND IN THE PROCESS FELL IN LOVE WITH WINE. AFTER THE NAVY, I APPLIED FOR AND WAS ACCEPTED TO THE ENOLOGY PROGRAM AT FRESNO STATE UNIVERSITY. I CUT MY TEETH ON THE CENTRAL COAST WORKING FOR REGIONAL WINERIES FOCUSED ON CHARDONNAY, SAUVIGNON BLANC AND RIESLING. AS WINEMAKER FOR HAHN ESTATES I REALLY HONED MY CRAFT IN WHITE WINE MAKING. I WAS LIVING IN MONTERREY, ARGUABLY ONE OF THE BEST PLACES IN CALIFORNIA FOR SEAFOOD. THE WINES HAVE TO WORK WITH THE LOCAL CATCH. ACIDITY BECAME FAR MORE IMPORTANT TO ME THAN BEFORE. MAKING WINES THAT SUPPORT RATHER THAN DOMINATE BECAME MY MANTRA.

TODAY, I HAVE MY OWN LABEL "LAZARRE" FEATURING SMALL LOT HIGH END PINOT NOIR. I AM ALSO THE WINEMAKER FOR THE INCREDIBLE CYCLES GLADIATOR "VINEYARD TO TABLE" PROJECT ON THE CENTRAL COAST. WHEN CHRISTIAN TOLD ME ABOUT THE SEA MONSTER PROJECT, I INSTANTLY FELT THE SEA CALLING ME.... THE WORLD IS FULL OF POSSIBILITY AND ADVENTURE AGAIN.

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