Inventory of the Sherry-Lehmann Wine and Spirits Company Records D-637

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2019
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Scope and Contents

The collection contains wine and spirits sales catalogs and mailers produced by Sherry-Lehmann Wine & Spirits, Inc.

Access

Collection is open for research.

Processing Information

This collection was processed by Liz Phillips with help from student assistant Kelsey Haydon.

Preferred Citation

[Identification of item], Sherry-Lehmann Wine and Spirits Company Records, D-637, Special Collections, UC Davis Library, University of California, Davis.

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Subjects and Indexing Terms

Wine and wine making
Commercial art
Commercial catalogs
Sherry-Lehmann, Inc. -- Archives

Catalogs 1972-2017

Physical Description: 2.4 linear feet

Scope and Contents

Catalogs, special mailers, and associated correspondence. Arranged in chronological order.

Box 6, Folder 1

Sherry-Lehmann, Inc. Wine & Spirits Merchants Insert: "November wine consumer prices will be higher..." 1972?

Box 6, Folder 2

Sherry-Lehmann, Inc. Wine & Spirit Merchants Featuring Summer and Early Fall Values in Fine Wine Spirits 1972?

Spring 1973: Wine Prices Will Go Up Dramatically Before Summer! 1973

Scope and Contents

Insert is a "Convenient Order Form" on last page.
Spring 1973: Wine Prices Will Go Up Dramatically Before Summer! 1973
Scope and Contents
Insert is a "Convenient Order Form" on last page.

Box 6, Folder 3
Late Spring: Wine Prices Escalating 1973
Scope and Contents
Insert is a "Convenient Order Form" on last page.

Box 6, Folder 4
Summer Sale! 1973
Sherry-Lehmann Inc. Wines & Spirits Merchants (European Wine Price Increase)
February 23, 1973
Scope and Contents
In the format of a letter/telegram. Last page is an attachment of a newspaper article.

"European Prices Will Go UpShortly" Letter February 23, 1973
Scope and Contents
In the format of a letter. Last page is an attachment of a newspaper article.

April 1973: Why Buy Wines In April--And Before May 1st? April 1973

Box 6, Folder 5
August 1973: "This Labor Day Weekend Report is being mailed in limited quantity..." August 1973
Scope and Contents
Insert is order form formerly stapled to front. Includes note: "Mailing done on end of Summer 73 to best customers only".

Box 6, Folder 6
Box 6, Folder 7
September 1973: The Great Wines of Germany on Sale September 1973
Scope and Contents
Missing pages? Catalog starts at page 21.

Box 5, Folder 1
November/December 1973: Who Says Good French Wines Have To Be Expensive? (two copies) November 1, 1973
Scope and Contents
Insert is 3 1/4 x 5 stapled to each mailing. "Gift Wines From California Featuring Personalized Wines From Sonoma Vineyards"

Wine List Xmas 1973 ("Sherry Lehmann Reports") December 1973
Scope and Contents
First few pages out of order.

Letter "To Members of the French Chamber of Commerce in the United States of America" December 13, 1973
Scope and Contents
Letter most likely sent out with catalog.

Midwinter Annual Money-Saving Sale 1974
Scope and Contents
Insert is a cut out and mail convenient order form.
July 1974: Summer-Fall Sale!  
Xmas 1974: Season’s Greetings from Sherry-Lehmann Inc 
December 1974

Catalog 1975: Our Greatest Spring-Summer Sale! From Sherry-Lehmann 1975


Scope and Contents
Insert is a "Convenient Order Form" on last page.

An Historic Wine Sale Despite World-Wide Inflation... January 23, 1975

Scope and Contents
Advertisement in New York Times. Insert is a cut out and mail order form.

August 1975: Our Annual Money-Saving Sale of Fine Wines and Spirits 
August 1975: Our Annual Money-Saving Sale of Fine Wines and Spirits 
October 1975: Great Pre-Holiday Sale October 1975
October 1975: Great Pre-Holiday Sale October 1975

Xmas 1975: Season’s Greetings from Sherry-Lehmann December 1975

Fall 1976: Vintage of Values! 1976

Scope and Contents
Insert is the "Convenient Order Form" on last page. Must cut out.

March 1976: A Special Sale Offering of Exceptional Wines and Spirits Priced Below the Current Market (two copies) March 1976

Scope and Contents
Insert is a "Convenient Order Form" on last page.

April 1976: Private Sale of Outstanding Bordeaux, Burgundy, Rhones, etc. April 1, 1976

April 1976: A Dramatic Wine Sale April 22, 1976

Scope and Contents
Newspaper article. Insert is a cut out "convenient order form."


Scope and Contents
Newspaper mailing. Insert is a cut out "convenient order form."


Scope and Contents
Insert is a "Convenient Order Form" on last page.


Scope and Contents
Insert is the "Convenient Order Form" on last page. Must cut out.

September 1976: Vintage of Values! September 1976

Scope and Contents
Insert is a "Convenient Order Form" on last page.


Scope and Contents
Insert is cut out "convenient order form" on last page.
Great Money-Saving Sale November 1976
Scope and Contents
New York Times article on last page.

Scope and Contents
Two cut out "customer service" order forms.

December 1976: Piper Heidsieck (two copies of letter) December 1, 1976
Scope and Contents
Letter to clientele. Last page is a convenient order form.

New Year’s Eve Telegram: Offer Exceptional Values For New Year’s Eve Parties
December 1, 1976
Scope and Contents
Pamphlet-style as opposed to catalog.

Wine Discovery of the Year! undated (circa 1977?)
Scope and Contents
Also has "cut out and mail" form.

Exciting Wine News For Those Happy People Summering On Long Island & In The Hamptons circa 1977
Scope and Contents
Letter (most likely sent out with catalog) signed by president of company.

Vintage of Values circa 1977
Scope and Contents
Insert is separate from catalog.

Great Bargains of Bordeaux March 22, 1977
Scope and Contents

April 1977: The Most Dramatic Sale of Great Red Bordeaux In Over A Decade!
(Special to Long Island Residents) April 3, 1977
Scope and Contents
Advertisement in New York Times. Insert is a cut out and mail order form.

July 1977: A MIDSOMMER Nights Dreame Comes True! July 1977
Scope and Contents
Insert is a cut out and mail "convenient order form."

Scope and Contents
One insert is a "money-saving order form." Other insert is a letter separate from catalog.

November 1977: A Special Offering of Chateau Gloria November 1, 1977
Scope and Contents
Insert is a cut out and mail "convenient order form" on last page.
Box 6, Folder 14

Xmas 1977: Season's Greetings from Sherry-Lehmann (two copies) December 1977
Mailing: The Great 1961 Red Bordeaux (two copies--one previously stapled to folder)
December 20, 1977

Scope and Contents
Mailing "to those interested."

Box 5, Folder 12

The Best of French Champagne And A Superb Scotch On Sale For New Year's Eve(two copies) December 24, 1977

Scope and Contents
Inserts are ~ 4 x 8 1/2 pictures of wine bottles.

Box 6, Folder 16

Spring 1978: Start Saving Now -- Extended Until May 8th (two copies--see add. notes) 1978

Scope and Contents
One copy previously stapled to the front of the folder. Insert is a cut out and mail order form on the last page.

Box 6, Folder 17

Summer 1978: Great Summer Savings (two copies--see add. notes) 1978

Scope and Contents
One copy previously stapled to the front of the folder.

Box 6, Folder 18

Autumn 1978: Autumn Leaves From Our Cellar Book 1978

Scope and Contents
Insert is a cut out and mail order form on the last page.

Box 6, Folder 15

March 1978: Start Saving Now March 1978
May 1978: Blue Sheet May 1978

Scope and Contents
Printed on unusual paper. Insert is also a cut out on last page.

Box 5, Folder 14

May 1978: Old, Rare Bordeaux Letter (two copies of letter) May 18, 1978

Scope and Contents
Folder has multiple materials: two letters, one New York Times article, and a wine list.

Box 5, Folder 15

Wine List Mailing May 31, 1978

Scope and Contents
Insert is a convenient order form on the last page.

Box 6, Folder 19

German Wine List Offer ("Why buy wines now -- and before November 27th?")
November 1978

Scope and Contents
Insert is separate from catalog. Also has an article from International Herald Tribune on back.

Box 5, Folder 16

December 1978: Mailing (Two mailings: "To a Gay and Festive Holiday"/"What is the Greatest Contribution to Wine Since the Invention of the Corkscrew?" December 1978

Scope and Contents
Insert for second mailing is a Screwpull Order Form. Second copy of first mailing was previously stapled to the folder.

Box 6, Folder 20

Xmas 1978: Season’s Greetings December 1978
Box 6, Folder 21  
**Xmas 1978: Christmas Dinner by James Beard (two copies) December 1978**
Scope and Contents
Insert is a cut out and mail order form on the last page. Second copy of the item previously stapled to the front of folder.

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Box 5, Folder 17  
**An Up-To-date Wine Report from Sam Aaron, President of Sherry-Lehmann, Inc 1979**
Scope and Contents
Insert is a convenient order form on last page.

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Box 6, Folder 22  
**Summer 1979: Sherry-Lehmann Wine & Spirits Merchants (2 copies) 1979**
Scope and Contents
Note on original folder: "Summer 1979 catalogs - 50,000 printed". One copy previously taped/stapled to the front of the folder.

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**March 1979: Values From Our Wine Press March 1979**
Scope and Contents
Note on folder: "40,000"

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**Correspondence with Mailmen Inc. Regarding Wine Shipment March 1979**
Scope and Contents
These materials originally in same folder as 5:55

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Box 5, Folder 18  
**The Schloss Eltz "Treasure Cellar" Wine Tasting June 19, 1979**
Scope and Contents
Handwritten tasting notes. Also includes costs.

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Box 6, Folder 23  
**August 1979: An Historic Wine Event is Now Taking Place... August 1979**
Scope and Contents
Insert is a "Convenient Order Form" on last page.

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Box 6, Folder 24  
**July 1980: Mid-Summer Sale Offering July 1980**
Scope and Contents
"Convenient Order Form--Tear Out and Mail" on last page.

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Box 6, Folder 25  
Scope and Contents
Insert is a "Convenient Order Form" on last page.

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**April 1981: April Catalog April 1981**
**October Catalog 1981: Pre-Holiday Money-Saving Sale October 1981**
Scope and Contents
Both inserts are "Convenient Order Forms."

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Box 4, Folder 17  
**Spring 1987: Sherry-Lehmann Spring Wine Sale 1987**

Box 4, Folder 18  
**Summer 1987: Sherry-Lehmann Summer Wine Sale 1987**

Box 4, Folder 16  
**Summer 1988: Sherry-Lehmann Summer Wine Sale Let Our Values Follow You 1988**

Box 5, Folder 19  
**Sherry-Lehmann Turns Bordeaux Prices Back to the Days When the Dollar Was Strong 1988**
Scope and Contents
Mailing. Insert is a cut out and mail convenient order form.
<table>
<thead>
<tr>
<th>Box</th>
<th>Folder</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 4, Folder 10</td>
<td></td>
<td><strong>Catalog 1990: Sherry-Lehmann's First Wine Sale of the Decade 1990</strong></td>
</tr>
<tr>
<td>Box 4, Folder 11</td>
<td></td>
<td><strong>Summer 1990: Sherry-Lehmann Summer Wine Sale (two copies in folder) 1990</strong></td>
</tr>
<tr>
<td>Box 4, Folder 13</td>
<td></td>
<td><strong>Holiday 1990: Seasons Greetings from Sherry-Lehmann Featuring Selections from The Corning Museum of Glass 1990</strong></td>
</tr>
<tr>
<td>Box 5, Folder 22</td>
<td></td>
<td><strong>1988 Red Bordeaux Advance Offering May 5, 1989</strong></td>
</tr>
<tr>
<td>Box 5, Folder 23</td>
<td></td>
<td><strong>August 1989: Pine Ridge Mailing August 1989</strong></td>
</tr>
<tr>
<td>Box 5, Folder 24</td>
<td></td>
<td><strong>December 1989: Domaine De La Romainee-Conti Mailing December 1989</strong></td>
</tr>
<tr>
<td>Box 6, Folder 26</td>
<td></td>
<td><strong>Spring 1988: Sherry-Lehmann Spring Wine Sale 1988</strong></td>
</tr>
<tr>
<td>Box 6, Folder 27</td>
<td></td>
<td><strong>Fall 1988: Sherry-Lehmann Autumn Wine Sale 1988</strong></td>
</tr>
<tr>
<td>Box 5, Folder 20</td>
<td></td>
<td><strong>Sherry-Lehmann’s Autumn Wine Sale September 16, 1988</strong></td>
</tr>
<tr>
<td>Box 6, Folder 28</td>
<td></td>
<td><strong>Xmas 1988: Season’s Greetings Sherry-Lehmann December 1988</strong></td>
</tr>
<tr>
<td>Box 6, Folder 30</td>
<td></td>
<td><strong>Fall 1989: Sherry-Lehmann Harvest Values 1989</strong></td>
</tr>
<tr>
<td>Box 6, Folder 31</td>
<td></td>
<td><strong>Sherry-Lehmann Wine Sale 1989</strong></td>
</tr>
<tr>
<td>Box 6, Folder 29</td>
<td></td>
<td><strong>January 1989: Sherry-Lehmann Winter Sale January 1989</strong></td>
</tr>
<tr>
<td>Box 5, Folder 21</td>
<td></td>
<td><strong>Advance Offering of the 1986 Domaine De La Romainee-Conti 1989</strong></td>
</tr>
</tbody>
</table>
Box 6, Folder 32  | Sherry-Lehmann's First Wine Sale of the Decade (2 copies) 1990
---|---
Scope and Contents
Insert is a cut out and mail order form. One copy is an advertising supplement to the New York Times.

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Scope and Contents
Insert is a cut out and mail order form.

Box 6, Folder 35  | Summer 1990: Summer Wine Sale 1990
---|---
Scope and Contents
Insert is a cut out and mail order form.

Box 6, Folder 34  | May 1990: 1989 Bordeaux Futures May 1990
---|---
Box 5, Folder 25  | Robert Mondavi Autographed Magnums Cabernet Sauvignon Reserve Available September 1990 June 1990
---|---
Scope and Contents
Mailing.

Box 5, Folder 26  | September 1990: Domaine De La Romanee-Conti Mailing September 1990
---|---
Scope and Contents
Mailing.

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---|---
Box 4, Folder 7  | Summer 1991: Sherry-Lehmann Summer Wine Sale 1991
---|---
---|---
Box 4, Folder 9  | Holiday 1991: Season's Greetings from Sherry-Lehman 1991
---|---
Box 4, Folder 1  | Catalog 1992: Sherry-Lehmann's Giant Bordeaux Sale 1992
---|---
Box 4, Folder 2  | Summer 1992: Sherry-Lehmann's Summer Wine Sale Featuring the Paintings of Wayne Ensrud 1992
---|---
Box 4, Folder 3  | Autumn 1992: Sherry-Lehmann's Autumn Wine Sale 1992
---|---
Box 4, Folder 4  | Holiday 1992: Season's Greetings from Sherry Lehmann Featuring The Murals of Cafe des Artistes In Celebration of Their 75th Anniversary 1992
---|---
Box 3, Folder 25  | Catalog 1993: Sherry-Lehmann's Advance Offering of The Domain De La Romanee-Conti 1991s 1993
---|---
Box 3, Folder 26  | Autumn 1993: Sherry-Lehmann's Autumn Wine Sale Featuring The Paintings of Le Marquis Roussy De Sales 1993
---|---
Box 6, Folder 36  | Sherry-Lehmann's Spring Wine Sale Featuring Paintings of Paris Bistros By Wayne Ensrud 1993
---|---
Scope and Contents
Insert is a cut out and mail order form.

Box 3, Folder 24  | Catalog 1994: Sherry-Lehmann Wine & Spirit Merchants Celebrates The 60th Anniversary of The Rainbow Room 1994
---|---
Box 6, Folder 37  | Sherry-Lehmann Wine & Spirits Merchants 1994
---|---
Scope and Contents
Insert is a cut out and mail order form.

Box 3, Folder 21  | Catalog 1995: Now's The Time To Purchase The Disappearing 1990 Red Burgundies From Louis Jadot & Other Great Producers 1995
---|---
Box 3, Folder 22  | Summer 1995: Sherry-Lehmann's Summer Wine Sale 1995
---|---
Sherry-Lehmann's Spring Wine Sale 1995

Scope and Contents

Insert is a cut out and mail order form.

Summer 1996: Sherry-Lehmann Summer Wine Sale "Blue Ribbon" Delivery Service To Your Home 1996


Summer 1997: Sherry-Lehmann "Blue Ribbon" Delivery Service To Your Summer Home 1997


Spring 1999: Sherry-Lehmann Spring Wine Sale 1999


Autumn 1999: Sherry-Lehmann Autumn Wine Sale 1999

Holiday 1999: Millennium Greeting from Sherry-Lehmann 1999


Spring 2001: Sherry-Lehmann Spring Wine Sale 2001

Summer 2001: Sherry-Lehmann Summer Wine Sale Featuring Paintings of the Rhone Valley by Wayne Ensrud 2001

Fall 2001: Sherry-Lehmann Autumn Wine Sale 2001


Catalog 2002: Sherry-Lehmann.com Featuring Raymond Costantini's Photo Art Saluting Neighborhood Restaurants 2002


Spring 2002: Sherry-Lehmann Spring Wine Sale 2002


Catalog 2004: www.Sherry-Lehmann.com Fun & Easy Shopping Online (two copies in folder) 2004

Spring 2004: Sherry-Lehmann.com Wine & Spirits Merchants Celebrating 70 Years on Madison Ave 2004


Summer 2004: Sherry-Lehmann Celebrates 70 Years On Madison Avenue! 2004
<table>
<thead>
<tr>
<th>Box, Folder</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 1, Folder 22</td>
<td>Catalog 2005: <a href="http://www.Sherry-Lehmann.com">www.Sherry-Lehmann.com</a> 72nd Annual Winter Wine &amp; Spirits Sale 2005</td>
</tr>
<tr>
<td>Box 1, Folder 23</td>
<td>Catalog 2005: Sherry-Lehmann.com Seventy-Second Annual Wine &amp; Spirits Sale 2005</td>
</tr>
<tr>
<td>Box 1, Folder 24</td>
<td>Summer 2005: Sherry-Lehmann.com Summer Wine &amp; Spirits Sale 2005</td>
</tr>
<tr>
<td>Box 1, Folder 25</td>
<td>Holiday 2005: Season’s Greetings from Sherry-Lehmann.com 2005</td>
</tr>
<tr>
<td>Box 1, Folder 20</td>
<td>Autumn 2006: Sherry-Lehmann.com Wine &amp; Spirits Merchants Since 1934 (72nd Annual Autumn Sale) 2006</td>
</tr>
<tr>
<td>Box 1, Folder 21</td>
<td>Holiday 2006: Season’s Greetings from Sherry-Lehmann.com 2006</td>
</tr>
<tr>
<td>Box 1, Folder 19</td>
<td>Spring 2007: Sherry-Lehmann.com 73rd Annual Spring Wine &amp; Spirits Sale 2007</td>
</tr>
<tr>
<td>Box 1, Folder 17</td>
<td>Catalog 2008: Sherry-Lehmann 77th Annual Winter Sale (two copies in folder) 2008</td>
</tr>
<tr>
<td>Box 1, Folder 18</td>
<td>Holiday 2008: Sherry-Lehmann Wine and Spirits Merchants Celebrating Our 75th Anniversary 2008</td>
</tr>
<tr>
<td>Box 1, Folder 16</td>
<td>Autumn 2009: Saluting Sherry-Lehmann’s 75th Anniversary 2009</td>
</tr>
<tr>
<td>Box 1, Folder 13</td>
<td>Spring 2010: Sherry-Lehmann Wine and Spirits Merchants Since 1934 2010</td>
</tr>
<tr>
<td>Box 1, Folder 14</td>
<td>Summer 2010: Sherry-Lehmann Wine &amp; Spirits Merchants Since 1934 2010</td>
</tr>
<tr>
<td>Box 1, Folder 15</td>
<td>Holiday 2010: Sherry-Lehmann Wine &amp; Spirits Merchants Since 1934 2010</td>
</tr>
<tr>
<td>Box 1, Folder 10</td>
<td>Summer 2011: Sherry-Lehmann Wine &amp; Spirits Merchants Since 1934 2011</td>
</tr>
<tr>
<td>Box 1, Folder 11</td>
<td>Autumn 2011: Sherry-Lehmann Wine &amp; Spirits Merchants Since 1934 2011</td>
</tr>
<tr>
<td>Box 1, Folder 12</td>
<td>Holiday 2011: Sherry-Lehmann Wine &amp; Spirits Merchants Since 1934 2011</td>
</tr>
<tr>
<td>Box 1, Folder 9</td>
<td>Winter 2012: Sherry-Lehmann Wine &amp; Spirits Merchants Since 1934 (Celebrating 80 Years) 2012</td>
</tr>
<tr>
<td>Box 1, Folder 8</td>
<td>Holiday 2014: Sherry-Lehmann Wine &amp; Spirits Merchants Since 1934 2014</td>
</tr>
<tr>
<td>Box 1, Folder 6</td>
<td>Spring 2015: Sherry-Lehmann Wine &amp; Spirits Merchants Since 1934 2015</td>
</tr>
<tr>
<td>Box 1, Folder 7</td>
<td>Holiday 2015: Sherry-Lehmann Wine &amp; Spirits Merchants Since 1934 2015</td>
</tr>
<tr>
<td>Box 1, Folder 2</td>
<td>Catalog 2016: Sherry-Lehmann Wine &amp; Spirits Merchants Since 1934 2016</td>
</tr>
<tr>
<td>Box 1, Folder 3</td>
<td>Autumn 2016: Sherry-Lehmann Wine &amp; Spirits Merchants Since 1934 2016</td>
</tr>
<tr>
<td>Box 1, Folder 4</td>
<td>Winter 2016: Sherry-Lehmann Wine &amp; Spirits Merchants Since 1934 2016</td>
</tr>
<tr>
<td>Box 1, Folder 5</td>
<td>Holiday 2016: Sherry-Lehmann Wine &amp; Spirits Merchants Since 1934 2016</td>
</tr>
<tr>
<td>Box 1, Folder 1</td>
<td>Holiday 2017: Sherry-Lehmann Wine &amp; Spirits Merchants Since 1934 (two copies in folder) 2017</td>
</tr>
</tbody>
</table>