



GUNDLACH BUNDSCHU, A PIONEER OF CALIFORNIA MERLOT

As most great things do, it all started over dinner. Towle Bundschu (4th generation), Jim Bundschu (5th Generation) and Louis Martini would periodically gather around the Bundschu family's table to taste through wines and compare their crop to others in the area — standard practice as Louis Martini bought fruit from the Bundschus. After a couple years of the merlot grown on Rhinefarm being a standout, Louis encouraged the Bundschus to label it on its own rather than just use it for blending. Jim took a leap of faith and released his first vintage of merlot in '76. It remains one of Jim's (and the winery's) favorites to this day.

GUN BUN MERLOT CLIFF NOTES:

- We were the first Sonoma winery to bottle Merlot
- 1976 was our first vintage of Merlot
- Intensely concentrated, yet retains a vibrant structure
- Approachable and versatile for a variety of occasions
- Pairs well with everything, think: grilled meats, pizza, your couch

And if all that doesn't convince you that our Merlot never goes out of style, the 2014 vintage got 93pts from Wine Enthusiast. We also have sold-out #teammerlot sweatbands to prove it.

Visit youtube.com/gundlachbundschu to watch "A Brief History of Merlot".

