

Bachus Club

MAY 2020 NEWSLETTER | SONOMA, CA





Harvest 2020 ON RHINEFARM



What a world! How are you? Are you hanging in there? In this, our second shipment since this all started in May, we find ourselves, well, grappling. Thankfully not in the catastrophic sense, but rather with the new reality. In the context of the five stages, denial went out the window a long time ago, and there hasn't been anger. But bargaining, depression and acceptance are all still swirling around. We settled on a course of action immediately that involved contending with a shutdown of our property and the restaurant industry, while focusing on a burgeoning (thank you) online and retail store business. That was all predicated on an assumption of a mid-summer re-opening and a somewhat back to normal environment. Not. So what we saw as a side-street detour has become more of an alternative route for our family business.

But the funny and best thing about our universe, is that no matter what, the grapes keep growing. In fact the one place in the world where 2020 is behaving exactly as expected is our vineyard. It has been a mild season so far, the crop looks balanced, and (fingers crossed) all things point to a very high quality vintage. In the meantime, we've got great new

releases to share that taste just as good with dinner at home with your family as they would in a restaurant. And, after 100 of those dinners in a row, they might just be the key ingredient to survival!

Stay safe & be kind, Jeff Bundschu

A handwritten signature in black ink, appearing to read 'Jeff Bundschu'.

VIRTUAL HARVEST

We are please to announce a Virtual Harvest Series!
What better way to celebrate both our 2020 harvest season and our September club release than by connecting with members from coast to coast?



Pop a bottle and join the (Zoom) party!

We'll be tasting through our fall club releases and other Gun Bun favorites, while Winemaker Joe Uhr and other special guests give us realtime updates on the progress of our harvest season.

Visit gunbun.com/events to learn more and to signup for a spot in advance.

Upcoming Dates:- Sept 10th, Sept 24th, Oct 8th, Oct 22nd

[GUNBUN.COM](https://gunbun.com) | [@GUNBUNWINE](https://twitter.com/GUNBUNWINE)





Q & A WITH WINEMAKER JOE

Recently Winemaker Joe Uhr took a moment to answer a few questions for us about the 2020 Harvest. Though we write this before harvest has started, Joe reflects on what is happening now and what is sure to be coming.

What's currently happening in the vineyards?

Veraison is occurring in the vineyard, which is the point in the growing season where the vines switch from growing to ripening – or what Jeff likes to call 'the wake up.'

What is the production team currently working on?

The team is making final passes in the vineyard to leaf and hedge the canopies to set them up for harvest.





How is the vintage looking?

It looks like another good crop out there! The largest difference in comparison to last year has been the influence of a relatively short rainy season. This has produced less vigorous canopy growth than the past few years and smaller, more compact grape clusters.



What is happening in the winery?

We are getting ready for our big August bottling run. This means we are putting the finishing touches on quite a few blends – including the Vintage Reserve, Bundschu Family Cabernet, Heritage Pinot Noir, and Sonoma Coast Chardonnay. We are also working on summer rackings of our 2019 reds; creating early blends of our Cabernet Sauvignon, Merlot, Tempranillo, and Zinfandel that will age in barrel over harvest.

GUNBUN.COM | @GUNBUNWINE

ACTIVITY GUIDE

for the socially distant

BACCHUS CLUB BINGO

Wines, concerts, Club events and more!
How many squares can you mark up?

SHOOK YOUR BUNDSCHU	MET JIM, JEFF, KATIE OR ROB	SIPPED PINOT ON THE PINZ	SHARED A BOTTLE OF BEARITAGE	SPENT TIME IN THE WINE CAVE
HAD A CHEERS WITH VINTAGE RESERVE	RESERVED A TABLE IN THE COURTYARD	BEEN HOSTED AT THE CLUB BAR	REVELED	SUN BATHED AT HUICHICA
DRY GEWÜRZT TILL IT HÜRTZED	SOLVED THE NEWSLETTER CROSSWORD		REORDERED A HERITAGE MERLOT	SHIPPED A CASE
GOT YOUR GROOVE ON IN THE BARN	OPENED A BOTTLE OF CAB WITH DINNER	WATCHED BOTTLING IN PERSON	MET BOB HAND	ENJOYED A TEMPRANILLO WITH TAPAS
RELAXED AT SUNSET AT MARY'S HOUSE	DOUBLED YOUR SHIPMENT	HAVE HAD AN ESTATE ZIN & A NUN'S CANYON ZIN	REMEMBER BLOCK 13 PINOT	SIGNED UP FOR CLUB ONLINE

GUNBUN.COM | @GUNBUNWINE

WORD SEARCH

ALL ABOUT CHARDONNAY

Y Y D K W Q T M F A W M V H U
P V T B O T A S K I I A W P P
O T H I X Z R X I L P L Q Z O
C Y U E L M T Q L L P O P C M
N Q S T I A A E L V B L B X Q
S E I C H A R D O N N A Y H G
M B J M K A I E I K Z C H G Y
I A C F N R C A N C R T A C W
T D M D A B K N Q I H I O U Y
A O A K V C D Q S R M C M B Q
P G I D V X Z P N X H E I K B
E J O P C M S Z V W A T L M A
R M J V D M H K O D V K V N L
V H M Y J Q O H P M A M V R X
R U H I W Z T L H W Y U Q R Z



OAK
TARTARIC
MINERALITY
CHARDONNAY
CRISP
MALOLACTIC
MILLERANDAGE

Rhinefarm Social

Socially distant times have called for new socially distant measures. Follow us on Instagram and Facebook to keep up with winery happenings. Visit our IGTV page for Block Walks with Jeff and other video updates.

@GUNBUNWINE



RHINEFARM

WHERE THE WINE GROWS

We love animals, animals love grapes and our soil. Here are a few sustainable practices we have in place to keep our grapes safe.

- We've erected Barn Owl houses throughout our ranch to help with gopher management – a family of four barn owls can eat over a thousand gophers in one year.
- Years ago we put up fencing to keep out our grape-loving deer – but they just laugh as they jump over and help themselves to our juicy, plump morsels. Mostly that's ok, because there's only so many of them.
- Birds, however, will pick your vineyard clean overnight if you let them. Many methods to prevent this can be expensive and labor intensive; we use noisy pneumatic cannons (sorry, no projectiles) going off at intervals and scaring the flock out of the birds. Works great!
- As close as the Gun Bun farm is to civilization, we are still situated in primal Wild West wilderness. Hidden away in the hills are mountain lions, coyotes, deer, wild turkeys, quail, jackrabbits, waterfowl, otters, raccoons and snakes. They all call this place home.

Color some of our favorite Rhinefarm animals and share your masterpieces with us by tagging [**@GUNBUNWINE**](#)

SEPTEMBER CLUB

selections

FIND YOUR CLUB PREFERENCE, AND FOLLOW THE COLOR CODES TO DISCOVER WHAT'S INCLUDED IN YOUR CLUB SHIPMENT!

RED AND WHITE CLUB SELECTIONS

4 BOTTLE CLUB

6 BOTTLE CLUB

12 BOTTLE CLUB

RED ONLY CLUB SELECTIONS

4 BOTTLE CLUB

6 BOTTLE CLUB

12 BOTTLE CLUB

COLLECTOR'S CLUB SELECTIONS

12 BOTTLE CLUB

2019 GEWÜRZTRAMINER



2018 ZINFANDEL



2018 PINOT NOIR, GREEN VALLEY



2018 MOUNTAIN CUVÉE



2016 VINTAGE RESERVE



2013 VINTAGE RESERVE



price list

CURRENT RELEASE

WINES

	RETAIL PRICE	CLUB PRICE 4 BOTTLE CLUB	CLUB PRICE ALL OTHERS
2019 GEWÜRZTRAMINER	\$25	\$21	\$20
2019 SAUVIGNON BLANC SOLD OUT	\$27	\$23	\$22
2018 CHARDONNAY	\$27	\$23	\$22
2019 RHINEFARM ROSÉ	\$25	\$21	\$20
2019 TEMPRANILLO ROSÉ SOLD OUT	\$30	\$26	\$24
2018 PINOT NOIR	\$45	\$38	\$36
2017 MERLOT, HERITAGE SELECTION	\$35	\$30	\$28
2018 MOUNTAIN CUVÉE	\$20	\$17	\$16
2017 ZINFANDEL	\$50	\$43	\$40
2017 TEMPRANILLO SOLD OUT	\$50	\$43	\$40
2017 CABERNET FRANC	\$50	\$43	\$40
2016 CABERNET SAUVIGNON	\$55	\$47	\$44
2016 VINTAGE RESERVE	\$125	\$106	\$100

CLUB EXCLUSIVE WINES

2018 CHARDONNAY, TOWLE'S CLONE	\$65	\$55	\$52
2018 PINOT NOIR, GREEN VALLEY	\$45	\$38	\$36
2017 MERLOT, HYDE VINEYARD	\$65	\$55	\$52
2017 GRENACHE	\$40	\$34	\$32
2018 ZINFANDEL	\$50	\$43	\$40
2016 ZINFANDEL, REDACTED	\$48	\$41	\$38
2017 CABERNET SAUVIGNON	\$55	\$47	\$44
2015 VINTAGE RESERVE	\$125	\$106	\$100
GUNBUN.COM @GUNBUNWINE			

TASTE SOMETHING YOU LIKE?



Reorder wines from
your club shipment
and receive 25-30% off
(excludes library selections)

4 bottle club members,
use code **ROUNDTWO**

6 & 12 bottle members,
use code **DOUBLEDIP**

PATIENCE IS A VIRTUE...



Just like we feel
slightly disjointed
after long journeys,
your wine may need
time to adjust. If you
can control yourself,
we recommend laying
down our wine for
two weeks.



SHOP.GUNBUN.COM
OR CALL US AT
707-938-5277

2019 GEWÜRZTRAMINER SONOMA COAST, SONOMA COUNTY



We know wine gets better with age, but is it also possible that our Gewürztraminer gets better with every vintage? Familiar aromas of star jasmine, lychee and honeysuckle are reminiscent of vintages past, and make this wine the epitome of Gundlach Bundschu comfort food. However, a refined palate with hints of Anjou pear & grapefruit, balanced with bright acidity tell us this isn't 1858 anymore. Our Gewürztraminer may have grown up, but that crisp dry finish always feels like home.

2018 PINOT NOIR GREEN VALLEY OF RUSSIAN RIVER VALLEY, SONOMA COUNTY



CLUB EXCLUSIVE

They say wine is bottled poetry, and indeed this one is an ode to Northern California. Be transported to the aromas of a redwood grove with a glass of this club-exclusive Pinot Noir sourced from Green Valley of Russian River Valley. The palate rounds out the savoriness of forest floor with a burst of fresh picked berry pie and grated nutmeg. We are so smitten we wrote this wine a haiku: From land to our glass. Like redwood duff on a bluff. With a lot of pie.

2018 MOUNTAIN CUVÉE SONOMA COUNTY



Crafted to satisfy the contemplative connoisseur, yet approachable for the casual imbibers, and, affordable for all the above. Refreshing aromas of black cherries and blackberries lifted by vanilla and warm baking spices lead into a light-to-medium bodied palate of more dark fruit, savory cocoa and earth, while dusty tannins and mouth-watering acidity leave a lingering freshness. As with previous vintages, this wine is ready to pair with a myriad of cuisines and occasions, or enjoy on its own, knowing it will leave you clamoring for more.

2018 ZINFANDEL SONOMA VALLEY, SONOMA COUNTY



NEW RELEASE

Our cool-climate estate in Sonoma cradles the Mayacamas Mountain range, enjoying cool evenings and warm days. Planted in 1976, our eight acres of sustainably farmed Zinfandel vines yield an elegant expression of this wine with aromas of hibiscus, vanilla bean, and strawberry preserves. On the palate vibrant fruit swirls to life with notes of tart pie cherry and fig compote. Rounded out with beautiful structure, this is yet another near-perfect expression of Rhinefarm Zinfandel.

2013 VINTAGE RESERVE SONOMA VALLEY, SONOMA COUNTY **LIBRARY SELECTION**



Generally, 32 years isn't a milestone but when legendary wine critic Robert Parker, Jr. bestowed our 32nd Vintage Reserve 97 points, we declared it one. The 2013 Vintage Reserve is loaded with berries, dark chocolate, violets and dried herbs, espresso, toasty vanilla, and rich earth. Supple tannins meld with blackberries, red currants and cocoa powder to offer mouth-filling texture, great acidity and a lingering finish. This vintage will mature for another 32 years if you're patient...

*To geek out on production notes & aging recommendations,
visit gunkun.com/members*

2016 VINTAGE RESERVE

Sonoma Valley, Sonoma County

The 2016 Cabernet Sauvignon Vintage Reserve is made up of 82% Cabernet Sauvignon, 12% Cabernet Franc, 4% Malbec and 2% Petit Verdot. Deep ruby-purple, it has an intense core of crème de cassis and warm chocolate-covered cherries with lavender and garrigue perfume, cured meats, cedar, exotic spices and red cherry sparks. Full-bodied with intense, perfumed fruits, it has a sturdy frame of grainy tannins and good freshness, finishing very long and layered with mineral notions coming through. Put this away for a few years. - Robert Parker Jr.

ABOUT THE LABEL

For over three decades, our family has offered Vintage Reserve, a limited bottling highlighting the most distinctive expression of cool-climate varieties from the highest elevations of our historic vineyard. Each label is a commissioned artwork that honors a nuance of our family's estate and reflects the meticulous attention to detail we apply to crafting our Vintage Reserve wines. The second bottle in the series features artist Lana Fee Rasmussen's ink drawing "Red Barn: Panel Abstract" which depicts the century-old redwood barn still standing tall on our hillside ranch.

TASTING NOTES

The 2016 Vintage Reserve benefitted from a glorious growing season, resulting in another stellar example of the best of Rhinefarm. Fresh blackberry, black currant and lavender aromas are spiced with nutmeg and cinnamon bark with an underlying layer of graphite and thyme. Medium-bodied and supple, yet richly flavored with fleshy dark plum Crème de Cassis, and wet earth. Supported by fine tannins and fresh acidity, this youthful, instant classic will develop

COMPOSITION

82% Cabernet Sauvignon
12% Cabernet Franc
4% Malbec
2% Petit Verdot

WINEMAKING

Six lots hand and optically sorted
and gravity fed to fermentation vessels.
Five day cold soak; D254 and
indigenous yeast strains
26-28 days maceration
Extraction through gentle pump-overs

COOPERAGE

20 months
100% French oak, 65% new
Taransaud, Quintessence,
Ermitage and Demptos

ALC/PH/ACID

Alc: 14.9%
pH: 3.85
TA: 6.5 g/L

92
Points

Robert Parker Jr.
The Wine Advocate



NEW RELEASE
tasting notes

GUNBUN.COM | @GUNBUNWINE

RHINEFARM SOUVENIRS



Carhart Owl Beanie
This beanie is part of our first collection of small-run, limited designs created exclusively for our Bacchus Club Members.

Club Only \$30



Unisex zip -front light weight hooded sweatshirt in heather grey. Custom moto style logo on back and 1858 on front. Modern fit, front pouch pockets and 100% no sweatshops, Eco friendly.
Retail \$44.95
Club \$35.96



Bacchus Club exclusive merch!
This blanket is part of our first collection of small-run, limited designs created exclusively for our Bacchus Club Members.

Club Only \$29

GunBun Eagle Beanie
Custom Nate Reifke Patch on front, 100% Soft Acrylic ribbed knit. One Size Fits All.



Retail \$28
Club \$22.40

We're here for you

The Bacchus club Crew is available by phone and email 7 days a week from 9am - 5pm PST.

We love to hear from our club members and are always here to chat about what we are sipping on at the moment or our new favorite recipes for cooking at home. Give us a shout - we're here to make your membership dreams come true!

[gunbun.com](https://www.gunbun.com) | [@GUNBUNWINE](https://www.instagram.com/gunbunwine)



REFER A FRIEND

If they join the club, you get \$20,
they get \$20 and
everyone gets wine!
Holler at our crew to learn more.



BACCHUS CLUB PHONE:

1.866.GO.SWIRL (467.9475)

BACCHUS CLUB EMAIL ADDRESS:

wineclub@gunbun.com

BACCHUS CLUB MAILING ADDRESS:

2000 Denmark St
Sonoma, CA 95476

GET TO KNOW US AT:

[gunbun.com/clubcrew](https://www.gunbun.com/clubcrew)