



Bacchus Club

MAY 2022 NEWSLETTER | SONOMA, CA



May 2022

As the “Orchestrator of Happiness” (a title given to me by a co-worker) I’m happy—no surprise—to extend a warm Spring greeting from Rhinefarm. The weather is just warming up, the vines are once again bursting with life and perhaps most importantly, many of us weary homesteaders are now free to pack our bags and come to wine country for a much-needed getaway. I’m hoping this Bacchus Club newsletter may entice you to do just that.

Driving up the lane here on Rhinefarm I happened to notice the annual calla lilies growing in the creek bed that runs adjacent to the road. Lilies being a sign of peace for some folks, it reminded me of one day when I was able to stop the busyness of my workday—greeting guests, opening wine bottles, hosting Pinzgauer Vineyard Excursion tours—and just sit down and visit with some friends who happened to be enjoying a tasting. Well, after about ten minutes or so, laughing with them, enjoying the moment, I thought to myself, “Oh, now I see why people like to come here.” The afternoon seemed to just melt into the warmth of the day.

With the world opening up again, nothing feels better than spending time with friends and family. I hope you and yours choose to spend time with ours here at Gundlach Bundschu this season. Looking forward to seeing you soon!

Hasta luego,

ROB BUNDSCHU

ORCHESTRATOR OF HAPPINESS



WHAT IS REGENERATIVE FARMING?

Beginning in 2019, we set out on a journey to become the gold standard in farming by implementing regenerative organic agricultural practices. This summer, we will officially achieve CCOF Organic Certification, which serves as a foundational steppingstone for our goal to achieve Regenerative Organic Certification (ROC) the following year.

By approaching farming holistically, incorporating grazing ruminants, and building soil health and wildlife habitat, our ecosystem has graciously responded, and Rhinefarm is absolutely bursting with wildlife—it's seriously hard to not spot a jack rabbit, fox, turkey, bluebird, owl, etc. while on property!

As our 2022 Growing Season enters full swing, we are excited to see how the vine and fruit quality of our first certified organic vintage continues to progress with the influence of beneficial pests and predators, diverse cover crop, and increased soil organic matter & fertility. I hope when I check back a year from now, the Rhinefarm terroir expression is knocking your socks off!!

Cheers to a successful 2022 Vintage!

-Meghan Siemers, *Sustainability Manager*





MEMBER BENEFITS

WE KIND OF INVENTED THE WINE CLUB

Over 100 years ago, Charles Bundschu created the Bacchus Club to gather family and friends to celebrate wine, poetry and song. Today, we're keeping the tradition alive by shipping our hand-crafted wines directly to your door and creating unforgettable experiences for you at our home in Sonoma.



A REMINDER OF YOUR BENEFITS

- As a Bacchus Club member, you receive quarterly (Spring, Summer, Fall, and Winter) shipments of 4, 6 or 12 bottles.
- Award-winning 90+ point wines from our historic Rhinefarm estate and surrounding Sonoma area
- Unique member-exclusive varietals
- 15-20% off retail price of wines
- Invitations to special events and pick up parties with the Bundschu family

BUT WAIT, THERE'S MORE!

- Special rewards on your club anniversary, birthday month, and through our Friends-with-Benefit referral program
- Complimentary experiences onsite and access to new Member-exclusive lounge – the Bacchus Hideaway. Coming to members May 2022
- Discount on merchandise and tasting room food offerings.
- Member-exclusive experiences at the winery
- Early-access to tickets for our infamous concerts



MARK YOUR CALENDARS

Events Are Back, Baby!

SCAN QR CODE AT THE BOTTOM OF THE PAGE FOR A FULL LIST OF EVENTS AND TO CLAIM YOUR TICKETS

MAY 20

6-9PM

GOLDEN HOUR + PICK UP PARTY

Join us for a preview of our brand new Bacchus Club Hideaway for golden hour views, paella, and a vibey DJ set.

MAY 26

5:30PM

BACCHUS CLUB VIRTUAL TASTING

Explore new May club release wines with Winemaker Joe Uhr and special guests. Ask questions, play trivia, win prizes – taste along!



JUNE 10-11

HUICHICA MUSIC FESTIVAL

Bacchus club Perks include access to VIP lounges, exclusive programming throughout the festival including sunset happy hours in our blanket lounge overlooking the vineyards.

AUGUST 27

5-9PM

HOT SUMMER MOVIE NIGHT + PICK UP PARTY

Cozy up for everyone's favorite annual hot summer movie night. Bring a blanket and invite your friends to enjoy this nostalgic summer tradition, Bundschu style.



OCTOBER 15

5-9PM

HARVEST SUPPER

Have you ever wondered what it is like to have dinner with the Bundschu family in the middle of an organic vineyard with 100 friends you didn't know you had? The most anticipated event of the year will sell out quickly, so book your tickets soon!

NOVEMBER 23

5-9PM

HOLIDAY RUMPUS + PICK UP PARTY

Sip and stock up on all your holiday wine in your best 80s ski gear. Yes, this is a costume party and yes, there will be a winner.



CHECK OUT OUR ALWAYS-EVOLVING CONCERT LIST AT [GUNBUN.COM](http://gunbun.com) ([HTTP://GUNBUN.COM/](http://gunbun.com/))
OR HOLD YOUR PHONE CAMERA UP TO THIS QR CODE HERE!



EXPERIENCES

EXCITING NEW EXPERIENCES LAUNCHING THIS SUMMER!



RHINEFARM EXPERIENCE:

If you're looking for a classic Sonoma wine tasting with a twist, the Rhinefarm Experience is for you. Kick back on our winery courtyard surrounded by vines & wine caves as our experienced hosts guide you through a memorable flight of five wines with optional seasonal snack add ons. Choose between our seasonal Rhinefarm Estate flight of five wines or our Reserve flight of seven wines, including our Vintage Reserve Cabernet Sauvignon.

PINZ EXCURSION:

Climb aboard our Pinzgauer, a Swiss Army transport vehicle, for an off roading experience across Rhinefarm. You'll cruise through our vineyards as your guide takes you on a journey of our history as the oldest family-owned winery in Sonoma and what makes our wines so unique. You'll stop at several spots in the vineyard including a respite to enjoy wine along with cheese & charcuterie.

HERITAGE EXPERIENCE:

Have you ever set foot in a 100 year old stone winery & tasted through a decade's worth of fine wine made from that very same place? This seated tasting in our old winery barrel room is a profound representation of the unique history of our family & our original Sonoma winery & vineyard. Taste through a flight of five wines of old vine varietals that will leave you with a new appreciation of wine. This flight includes library vintages of Vintage Reserve & block-specific heritage wines that you won't find anywhere else.

BACCHUS HIDEAWAY: NEW CLUB-ONLY EXPERIENCE!

This laid back member's only hideaway is the place to be. Reserve your picnic table or Adirondack lounge in advance and pre-order from a selection of snacks from our seasonal picnic menu. Once you arrive, you will be greeted with a growler of our seasonal member's only wine to kick-start the day. Members can also enjoy additional wines by the bottle and can purchase additional snacks as your day unfolds.



VINEYARD + CAVE EXPERIENCE:

Journey into our caves as your host leads you through a guided walk & shares details about our winemaking process, including the Bundschu family's history & deep roots in Sonoma. As you exit the cave, you will be greeted by sweeping views of Sonoma Valley appellation & learn more about our regenerative organic farming practices. This experience culminates in the cave's majestic dining room, where you will taste our Estate Cabernet Sauvignon alongside our iconic Vintage Reserve Cabernet Sauvignon.

PRIVATE GROUP RHINEFARM EXPERIENCE:

This private & explorative wine tasting is available for groups of nine or larger, & takes place on the "back side" of the property that you won't see very often. Our 320-acre estate was dubbed "Rhinefarm" in 1858 by our founder, Jacob Gundlach, after his homeland in Germany. Flanked by historic stone buildings & barns, this intimate & idyllic location is sure to be the highlight of your day.



CURRENT RELEASE

TASTING NOTES

2020 Towle's Clone Chardonnay *Sonoma Coast*

Millerandage is a viticultural phenomenon whereby the berries of a cluster of grapes differ greatly in size. Certain grape cultivars that exhibit this "hens and chicks" effect have improved quality due to the reduced overall berry size and seedless berries. The mother vines for this proprietary Chardonnay block were carefully curated over a 15-year period by our cousin Towle with the express goal of accentuating the millerandage effect and creating a truly unique and spectacular wine. Taste and enjoy completely!

2021 Tempranillo Rosé *Sonoma Valley*

Made from five acres of sustainably farmed Tempranillo, this famed Spanish red grape creates a dry, robust rosé. We craft a unique wine from vines steeped in storied, Gundlach Bundschu legend, reflecting true, Rhinefarm style. Earthy flavors mingle with cherry and vibrant acidity to make an ideal wine for sipping or pairing with a variety of dishes.

2019 La Cuadrilla *Sonoma Valley*

Predominantly composed of Merlot and Cabernet Franc, La Cuadrilla (The Crew) Blend is a result of a collaboration by all members of our winemaking team. Any winemaker will admit that he or she is only as good as the team in the cellar, and we think our team is the best in the biz. What better way to honor this hardworking crew who spend hours upon hours ensuring the wine safely and deliciously make it into our glass. This wine captures not only the spirit and camaraderie of our cuadrilla, but the very spirit the Bacchus Club represents. Enjoy!

2018 Tempranillo *Sonoma Valley*

The 2018 Tempranillo embraces Spanish elegance as a medium-bodied wine with alluring aromas of cherries, blackberries and molasses layered with intense fresh tobacco leaf. Flavors of raspberries and savory spice are followed by supple tannins. Great natural acidity completes this taste of Spain from California and we suggest you treat it like the Spanish: age for the next 7+ years and enjoy with a diverse array of tapas.

2019 Pinot Noir *Green Valley*

Our 2019 Green Valley Pinot Noir is a classic representation of Russian River Valley Pinot. Fruit forward aromas of Bing cherry and rose petal mingle with white truffle. On the palate, expect bright notes of cranberry alongside more savory notes of tea leaf and black sesame seed. Medium weight with fine tannins and a fresh finish, this wine will play well with spring and summer dishes and evenings by the firepit.

COLLECTOR'S CLUB

TASTING NOTES

2017 Heritage Pinot Noir *Sonoma Coast*

Our Heritage Selection Pinot Noir comes from one very specific block of our oldest vines and is a true expression of its site. Red cherries and dried cranberries spiced with vanilla, balance perfectly with an underlying earthiness out of the glass. On the palate, the silky texture is framed by savory clove, black raspberry, and framed by dusty tannins. Tempting to open now, but also built to age and develop for another 10 years or more.

2017 Heritage Merlot *Sonoma Valley*

The especially selected block of Merlot that goes into our limited-production Heritage Selection Merlot is known for power and concentration. Medium bodied, incredibly well structured, this wine is balanced and supported by subtle, supple tannins. Incredible aromas of baking spices, slate, lavender lead to an equally lush palate of dark berries, plum, savory earth and chocolate.

Waitlist only. email wineclub@gunbun.com to join the list.

CURRENT RELEASE

PRICE LIST

WINES

	Retail Price	Club Price 4 Bottle Club	Club Price All Others
2021 Gewürztraminer	\$27	\$23	\$22
2020 Chardonnay	\$27	\$23	\$22
2021 Rhinefarm Rosé	\$27	\$23	\$22
2021 Tempranillo Rosé	\$32	\$27	\$26
2019 Pinot Noir	\$47	\$40	\$38
2019 Merlot	\$45	\$38	\$36
2020 Mountain Cuvée	\$25	\$21	\$20
2019 Tempranillo	\$53	\$45	\$43
2018 Cabernet Sauvignon	\$55	\$47	\$44
2017 Vintage Reserve	\$125	\$106	\$100

CLUB EXCLUSIVE WINES

2021 Sauvignon Blanc	\$29	\$25	\$23
2019 Pinot Noir, Green Valley	\$47	\$40	\$38
2018 Merlot, Hyde Vineyard	\$65	\$55	\$52
2017 Merlot, Hyde Vineyard	\$65	\$55	\$52
2019 La Cuadrilla Red Blend	\$40	\$34	\$32
2019 Petit Verdot	\$45	\$38	\$36





GIFT THE CLUB

Share the greatest gift of all that just keeps on giving. Contact us to set-up a Bacchus Club Membership or any kind of gift shipping!

REFER-A-FRIEND

If they join the club, you get \$50 to spend on anything your heart desires. Holler at our crew!

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 we're always here to answer your questions, chat about the wine we're currently sipping or share our fave recipe ideas to pair with your wines. Give us a shout - we're here to make your membership dreams come true!



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