

BACCHUS CLUB

NEWSLETTER

SPRING 2023





Friends,

I hope this letter finds you well-rested and you are enjoying a happy and healthy (and dry!) start to your new year. After what felt like an eternity, the rainclouds have parted here in Sonoma and this historic rain season is finally behind us. The much-needed rainfall not only quenched California's longing thirst, but hopefully set the stage for another stellar vintage here on Rhinefarm. As I look out at those resting vines, it's hard not to feel excited about the amazing things that they, and we, have in store for you this year.

As we celebrate our 165th anniversary this year, we know that we wouldn't be here without you, our incredible club members. With your support last year, we were able to throw some pretty EPIC member-only parties. Don't expect that to change in 2023! Based on your overwhelming feedback, we'll be bringing back our picturesque sunset paella pick up party, the intimate Harvest Supper with the Bundschus, and our "talk of the town" retro ski themed holiday party. So be sure to dust off those brightly colored ski outfits hiding in your closet and save the date.

Throughout the spring we'll also continue to share the vino, vinyl and good vibes at our HI-FI Happy Hours in our newly renovated Barrel Cellar. Speaking of music and good vibes, we are currently working on a killer summer concert lineup and will announce details soon. Lastly, as the weather continues to warm up, we'll be reopening the member-only tasting lounge, the Bacchus Hideaway and revving up the Pinzgauer again.

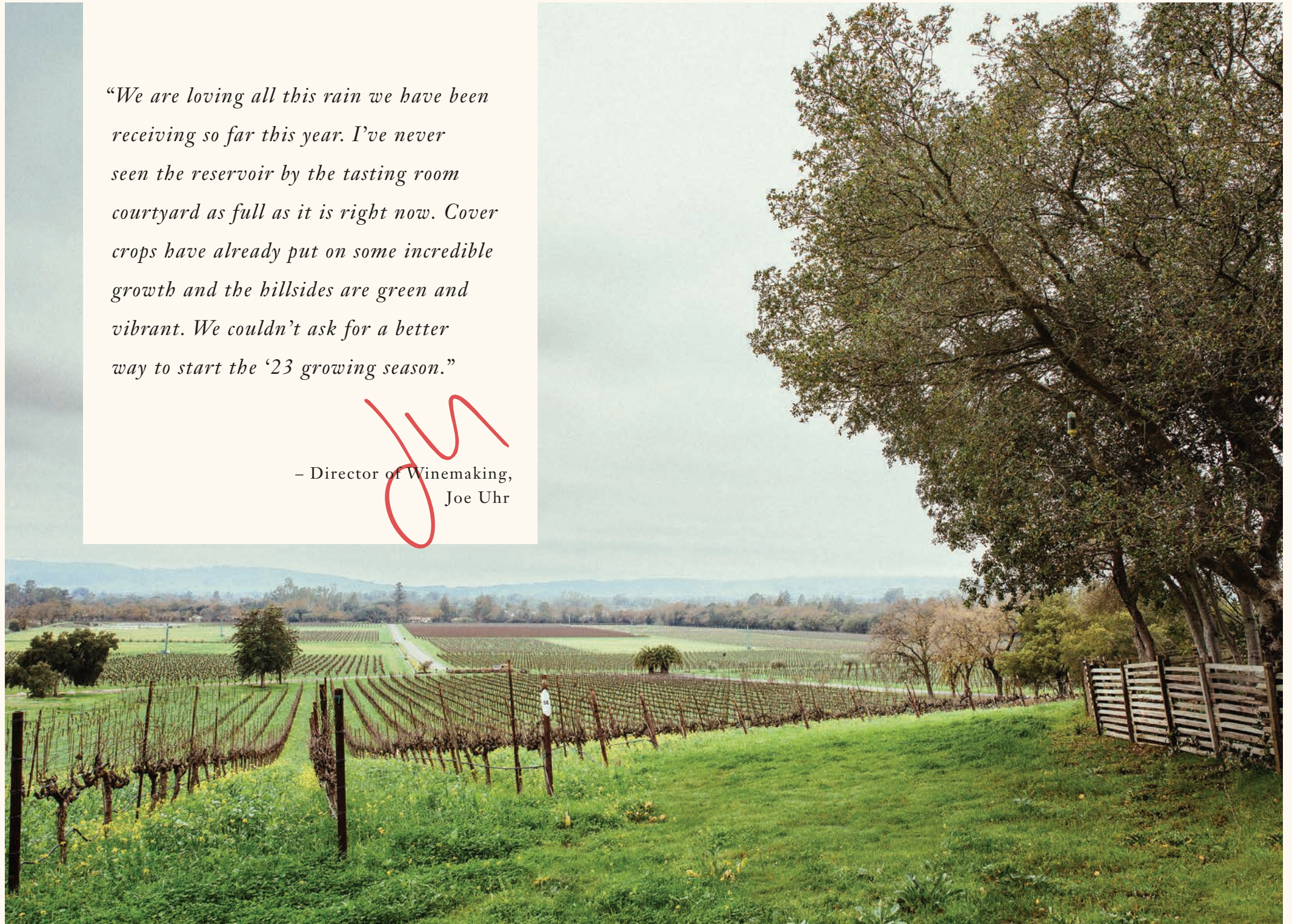
With so many things to get excited about this year, I'm most excited about welcoming you to Rhinefarm and sharing this epic year with you. After 165 years, we're only getting started!

Cheers,

— Greg Kasparian
Wine Club Manager

"We are loving all this rain we have been receiving so far this year. I've never seen the reservoir by the tasting room courtyard as full as it is right now. Cover crops have already put on some incredible growth and the hillsides are green and vibrant. We couldn't ask for a better way to start the '23 growing season."

– Director of Winemaking,
Joe Uhr



GUNDLACH BUNDSCHU
1858 – 2023

165th Anniversary of “Deed Day”

Of all the important dates after 165 years of business, Deed Day, as we call it, will always remain the first March 12th 2023 marks 165 years since our great-great-great grandfather Jacob Gundlach signed the deed to 400 acres in Sonoma and named it “Rhinefarm.” In honor of this important milestone, join us for a trip down memory lane.

As the youngest of four sons to a winemaking family with a modest wine and hotel business in Aschaffenburg, Germany, it was understood that there wouldn’t be enough for him at home. So, in 1850, after his proposal to the love of his life was denied by her father, Jacob jumped on a ship bound for San Francisco to make his own fortune in the gold rush. One shipwreck, three continents, and one year to-the-date later, Jacob finally found himself in San Francisco. Although he missed the gold, he did find a lot of thirsty miners looking for good German beer. In 1852 Jacob started Bavaria Brewery, and shortly thereafter he started visiting what is now Sonoma Valley. He was drawn to the striking similarity to the landscape of his home in the Rhine Valley and concluded it would grow high quality wine grapes. At the time, much of the valley was part of the 18,000-acre Huichica Land Grant, (Sound

familiar?), owned by the brother-in-law of former Mexican General and governor Mariano Vallejo. On March 12th, 1858, Jacob purchased 400 acres along the southwestern flank of the Mayacamas Mountain Range. After signing the deed, Jacob wasted no time returning to Bavaria to elope with his love, and our future great-great-great grandmother, Eva. Much to his surprise, they received “good wishes to marry” from her parents. (Next time you visit us, check out their original portraits hanging in the barrel room). On July 4th, 1858 Jacob and Eva were married and took a three month honeymoon across Europe to collect French and German cuttings to plant on Rhinefarm. They arrived back in San Francisco on December 2nd 1858, the cuttings were planted in Spring of 1859, and our first vintage was produced in 1861.

And the rest is history (that you become a part of it with every sip)!

Join us to celebrate Deed Day on
Saturday, March 11th from 12-4pm.
Scan here for details.



SAVE THE DATE

BACCHUS CLUB
2023 EVENTS

HI-FI HAPPY HOUR

Thursday March 16th, 5-7p

Thursday April 20th, 5-7p

DEED DAY

Saturday, March 11th 12-4p

GOLDEN HOUR PAELLA PICK UP PARTY

Saturday, May 20th 5-8p

Members Only

HOT SUMMER MOVIE NIGHT

Saturday, August 12th 6pm-10p

HARVEST SUPPER WITH THE BUNDSCHUS

Saturday, September 16th 5-9p

Members Only

HOLIDAY APRÉS SKI PARTY

Saturday, December 9th 4-7pm

Members Only



More details + tickets here

CLUB SELECTIONS + TASTING NOTES

2022 SAUVIGNON BLANC

Old world meets new with our GB Sauvignon Blanc. We honor Old World winemaking styles by adding a touch of Semillon to the blend, which brings complexity, body and texture and acts as the perfect partner to the crisp acidity of Sauvignon Blanc (a practice commonly done with white wines in Bordeaux). Additionally, a portion of the blend is fermented in neutral oak barrels, which creates a soft mouthfeel and a bright, clean finish. Our 2022 SB opens with aromatics of white floral followed by fresh tropical notes of honeydew melon and passionfruit balanced by Meyer lemon and a crisp mineral finish.

2018 MERLOT

French Thyme, Himalayan Blackberry, and Filé Powder swirl into a perfect blend of fruit and savory aromas. On the palate, flavors of dried red currant, nutmeg, and Morello cherries are balanced perfectly with fine smooth tannins. This wine is singing its comeback song beautifully now, but the show will go on for the next 8+ years.

2018 CAB FRANC

Cabernet Franc is renowned for being abundantly aromatic, one of the key qualities in its role as a common blending-grape. So distinct are the aromas that one might wonder how their red wine smells like a bouquet of flowers or a bundle of herbs and chocolate. The 2018 vintage is no exception with a gorgeous mélange of rose hips, fresh herbs de Provence, sweet anise, and dark cherries. A medium bodied palate with polished tannins also offer hints of cocoa powder, toffee flavors with an earthy edge.

2020 RUSSIAN RIVER VALLEY ZINFANDEL

The 2020 Russian River Valley Zinfandel is a medium bodied wine with subtle white pepper and loads of fresh red fruit – think cherry, lingonberry, rhubarb, and classic homemade cranberry sauce. Lighter bodied than those familiar with our RAC Zinfandel, our Russian River Zinfandel is well-balanced, acid driven, and finishes with warm fall flavors of orange rind and clove.

2016 TEMPRANILLO

Spain, the motherland of our beloved Tempranillo grape, is often pictured as hot and arid and one may assume this grape thrives in that environment. Believe it or not, we grow our Tempranillo on the cooler part of Rhinefarm, neighboring Chardonnay and Pinot Noir, where it thrives to produce those classic earthy flavors we love. The 2016 Tempranillo is medium-full bodied with aromas of black fig and molasses layered with tobacco leaf and savory spice. Flavors of deep plum, milk chocolate and more tobacco with a pinch of dill are followed by supple tannins.

2019 CABERNET SAUVIGNON

A perennial wine of our portfolio, this Cabernet Sauvignon consistently garners high praise from critics and friends. The naturally cool climate of our Rhinefarm vineyards creates ideal conditions for the slow ripening of fruit, which translates into a wine that has complexity and depth of flavor. Plush notes of blackberry, boysenberry and black plum deliver a silky texture. This wine can be aged for another 10 years, but it's so delicious, we dare you to wait that long!

CURRENT RELEASE PRICING

CLUB EXCLUSIVE WINES

VINTAGE	NAME	RETAIL	15% OFF	20% OFF
2022	Sauvignon Blanc.....	\$29.00	\$24.65	\$23.20
2019	Petit Verdot	\$45.00	\$38.25	\$36.00
2020	Towles Clone Chardonnay.....	\$65.00	\$55.25	\$52.00
2019	Alicante Bouschet.....	\$40.00	\$34.00	\$32.00
2018	Merlot, Hyde Vineyard	\$65.00	\$55.25	\$52.00
2021	Pinot Noir, Petaluma Gap.....	\$47.00	\$39.95	\$37.60
2020	Zinfandel, Rancho Agua Caliente	\$53.00	\$45.05	\$42.40
2019	La Cuadrilla Red Blend.....	\$40.00	\$34.00	\$32.00
2021	Chardonnay, Dry Creek	\$27.00	\$22.95	\$21.60

CURRENT RELEASE WINES

Vintage	Name	Retail	15% Off	20% Off
2019	Cabernet Sauvignon	\$55.00	\$46.75	\$44.00
2019	Merlot	\$45.00	\$38.25	\$36.00
2016	Cabernet Sauvignon	\$65.00	\$60.00	\$60.00
2021	Chardonnay	\$29.00	\$24.65	\$23.20
2019	Pinot Noir, Sonoma Coast.....	Sold out		
2020	Tempranillo	\$56.00	\$47.60	\$44.80
2022	Gewürztraminer	Coming Soon – Member Preorders Available		
2020	Mountain Cuvée.....	\$25.00	\$21.25	\$20.00
2021	Rhinefarm Rosé	\$27.00	\$22.95	\$21.60
2019	Cabernet Franc	\$53.00	\$45.05	\$42.40
2020	Zinfandel, Russian River Valley	\$48.00	\$41.00	\$38.00
2018	160th Anniversary Vintage Reserve	\$140.00	\$119.00	\$112.00



TRAVEL+
LEISURE

“Visit California’s oldest family-owned winery, Gundlach Bundschu, for 160-plus years of winemaking expertise that comes through in creative, cool-climate Bordeaux-style wines, soon to be certified regenerative organic.”

– Travel + Leisure

AFAR

“What we love about it (other than the stellar cast of red wines) is just how laid-back it is. Guests can sit on the outdoor patio and be served tastings by tie-dye-shirt-wearing staff, while local jam bands play cover songs and the winery dogs laze in the shade.”

– Afar

Forbes

“Their Bacchus Club, established in 1896, and thought to be the origins of today’s wine club concept, continues to delight members with a series of parties, movie nights, rock bands, and other events throughout the year.”

– Forbes



Your Club team is here for you! Call us anytime at 707.938.5277, email us at info@gunbun.com or visit us online by scanning the code below.