

OUR STORY

THE FUTURE OF FINE WINE
SINCE 1858

Perseverance, dedication to excellence and the spirit of creativity have carried six generations of our family through earthquakes, prohibition, and disco. We are inspired to honor our family legacy as the oldest family-owned winery in California.

Established in 1858, Gundlach Bundschu is a sixth-generation, family-owned winery honoring heritage and legacy with a creative spirit. 165 years later, we still work on, farm, and respect the land that our great-great grandfather's grandfather Jacob Gundlach planted all those years ago. A pioneer in the area, he had his pick of the land and selected an idyllic spot, naming it Rhinefarm after his homeland. His son-in-law Charles Bundschu joined him in the business, and since the turn of the last century, we have been known as Gundlach Bundschu.



In 2020 we established Bundschu Company, a portfolio of brands with the mission to make great wine, make people happy, and continue the legacy. Today, those brands include Gundlach Bundschu, GUNBUN, Towle Wine Company, Abbot's Passage and Huichica Music Festival.



OUR CORE WINES

Established in 1858, our vineyards sit at the crossroads of four storied AVAs, allowing us to grow many different grapes to their optimal expression. Given our site's climate and our family's love of all things Bordeaux, we pride ourselves in crafting Sonoma Cabernet Sauvignon.



DIRECTOR OF
WINEMAKING

JOE UHR

"My number one rule is to always let the vineyard and the vintage be the voice of the wine, not the Winemaker"

REGENERATIVE ORGANIC FARMING IS JUST THE BEGINNING

At Bundschu Co, we value our open-minded and spirited culture as much as we value our land and quality. Some of our sustainability highlights include:

- CCOF Organic certified, Regenerative Organic Certification coming August 2023
- Full time grazing team of baby doll sheep, cows, goats, and donkeys aid in cover crop management, soil regeneration and fire prevention
- 70% of water is recycled through water reclamation system powered by solar
- Investing in technology with state-of-the-art winery and steep slope harvester
- 75% of twenty-person management team is female or minority
- 71% of eight-person leadership team is female



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A BRIEF HISTORY OF (BUNDSCHU) TIME

- 1858:** Jacob Gundlach Purchased 400 acres in Sonoma and Christened it Rhinefarm. He returned to Germany to marry his sweetheart Ava, and they spent their honeymoon traveling through Europe purchasing rootstock that would eventually be planted in Sonoma.
- 1906:** The San Francisco earthquake destroyed one million gallons of wine and three family homes. The family retreated to their country home and began rebuilding as a modest estate winery until prohibition closed the winery in 1919
- 1973:** The rebirth of Gundlach Bundschu Winery with Jim Bundschu at the helm, crushing 20 tons of Zinfandel.
- 1979:** The 1979 Gundlach-Bundschu Chardonnay Sangiacomo Vineyards was amongst the first Californian wines to carry a vineyard designation on its wine label.
- 1990:** There are a lot of classic Jim Bundschu stories, but the Wine Train heist takes the cake. Ask us about this story the next time you see us!
- 2000:** Current CEO and Sixth-generation Jeff Bundschu takes the helm, refocusing GB on producing quality, site specific wines from our Rhinefarm Estate
- 2015:** Current Director of Winemaking Joe Uhr joins as Associate Winemaker.
- 2020:** Bundschu Co. is established. Madrone Road winery is purchased for GB production and Abbot's Passage winery + mercantile. Towle Wine Company is created for custom crush, vineyard management, and private label business
- 2022:** Bundschu Co certifies 304 acres of CCOF organically farmed land and our viticulture team continues to improve our farming practices as we work to achieve our next level certification for regenerative organic agriculture

DRY GEWÜRZTRAMINER



- 0.0% residual sugar=DRY
- 15% of clusters frozen 48 hours, thawed completely, then whole cluster pressed for richness and texture
- 90% stainless steel fermented, 10% neutral oak
- Perfect combination of flavor and complexity along with freshness, acidity and the classic Gewürztraminer spice
- Produced from a blend of 20 and 50 year old vines grown on Rhinefarm



CHARDONNAY

- Whole cluster pressed
- 80% barrel, 20% stainless steel
- 0% malolactic
- 3 acres of Bundschu clone
- Rhinefarm comprised primarily of vines with an average age of 30 years old, planted to Wente, See, and Robert Young clonal selections



MOUNTAIN CUVÉE

- Cabernet Sauvignon and Merlot based Bordeaux blend
- Sourced from specific blocks on our property, as well as neighboring vineyards within a 5-mile radius of our estate
- Soft, lush & smooth, but never sweet
- Easy drinking & approachable, but with balance and structure



CABERNET SAUVIGNON

- Low yield, hillside grapes
- Optically sorted
- Lush elegance reflects winemaking focus
- Up to 28 days skin contact
- 18 months in French oak, 40% new
- Concentration, structure, richness, acidity and balance reflect site



VINTAGE RESERVE

- Flagship proprietary blend since 1981
- Selected from the best Bordeaux lots; optically sorted grapes
- Fruit sourced from among the highest elevations on our estate
- 20 months in 100% French Oak, 65% new
- Deeply layered, highly polished and extremely ageable
- Our 2018 release marks our 160th anniversary and is rated 95+ Points by Jeb Dunnuck
- Different artists are commissioned to create unique labels for each year, & our 2018 vintage celebrates our 160th anniversary with an homage to one of our original labels from the 1800s

VISIT [GUNBUN.COM/VINTAGERESERVE](https://gunbun.com/vintagereserve) TO VIEW THE COLLECTION

Like so many wonderful things, it started with a walk in our vineyard. 30 years ago, we took to our feet and picked the very best blocks across the vineyard. We made a commitment as a team to nurture those vines — a painstaking labor of love that continues today.

So what goes into a Vintage Reserve barrel? The very best berries from the very best clusters from the very best vines from the very best rows from very best blocks. Can you tell we take this seriously?

Even before they make it to the barrel, though, these grapes are sorted using the kind of state-of-the-art equipment that can make even the most stoic winemaker tear up. With the aid of the sorter, our team selects the finest grapes, using measures of shape, color and size. When the grapes are pressed and fermented — but there are still more bars to clear. From those barrels, Director of Winemaking Joe Uhr and Executive Winemaker Keith Emerson select the best of the best to create a blend worthy of the Vintage Reserve label.

GUNBUN

GUNBUN is our alter ego. It's made by the same unorthodox vintners, but rather than evoking a sense of place and time, GUNBUN wines are crafted to evoke a feeling. That magnetic force that draws us together. That's GUNBUN.



PINOT NOIR

Sourced from the cool-kids AVA Petaluma Gap in the Sonoma Coast region. This is a bright and rich Pinot that plays well with any kind of pork — dare we recommend trying this with a Vietnamese Pho Ga with Pork Belly?



CABERNET SAUVIGNON

Sourced primarily from the cool west facing slopes of the Mayacamas, from a little known vineyard that used to go to a very popular jailbird. This is a bold yet easy drinking Cab that goes down well with crispy ground beef tacos or a hearty pasta slathered in sauce.

RHINEFARM

SONOMA, CALIFORNIA

- Located at the intersection of Carneros, Napa Valley, Sonoma Valley and Sonoma Coast AVAs
- ~2 distinct microclimates
- ~233 planted acres
- Passed down for six generations
- 30 miles from the Pacific Ocean & 8 miles from the San Pablo Bay

“Throughout my time here I’ve learned that the more you understand the nuances of a vineyard the more it rewards you. It’s like reading your favorite book over and over again. You pick up something new each time and it’s really beautiful.”

-JOE UHR, DIRECTOR OF WINEMAKING

COOL CLIMATE, DEFINED

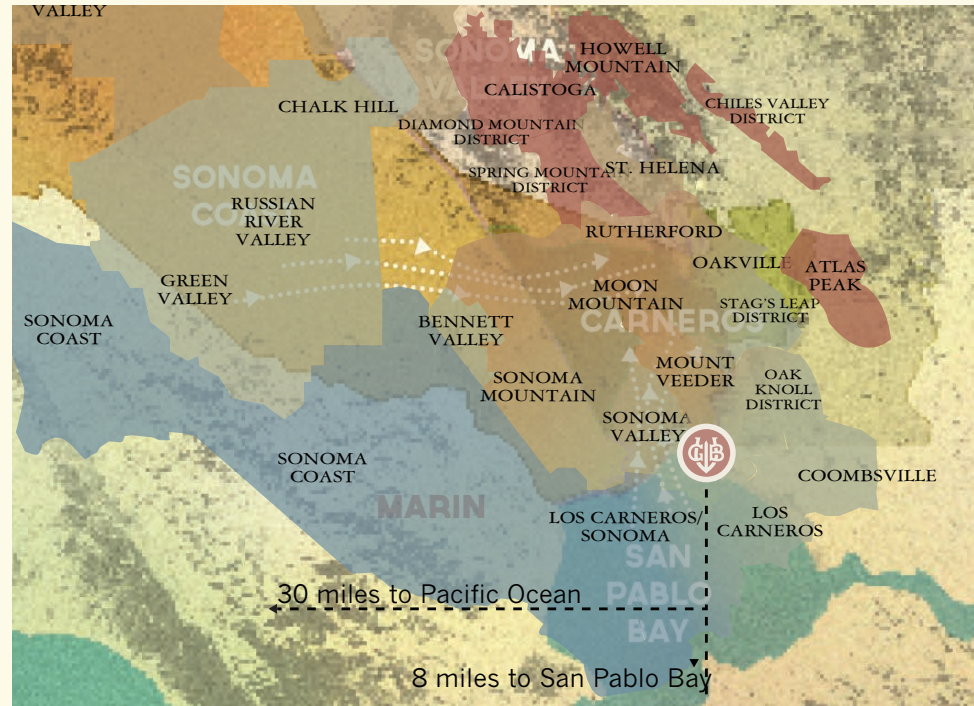
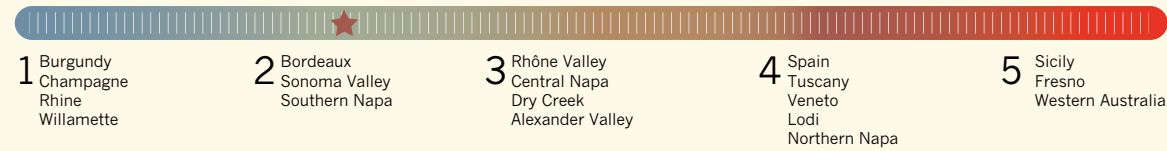
The Winkler Scale (illustrated below) uses temperature to categorize the world’s wine growing areas into five regions, where Region I is the coolest area and Region V is the hottest. Determined by data collected as heat summation units, or “degree days,” the degree days of each region help vintners understand the rate of development in the grapes. “is rate a”ects the overall quality of acidity, pH, color, aromas, and flavor in the wines. Cooler regions/lower degree days bring optimal development to these components.

Cool climate allows for slow ripening and a longer growing season. On average, our budbreak occurs weeks before much of Napa Valley and we harvest our grapes one month later.

Longer hangtime with cooler temperatures means aromas, flavors, color and tannins develop slowly and fully while retaining acidity and freshness. “is enhances the depth and complexity of our wines without sacrificing structure and balance.

As a result, we are able to produce elegant varietal wines with richness and layers that are equally approachable on release and able to develop and age beautifully.

WINKLER SCALE



| CABERNET SAUVIGNON TOTAL ACRES: 70.67 | | | | |
|---------------------------------------|--------|------------|-------|---------|
| BLOCK | CLONES | ROOTSTOCK | ACRES | PLANTED |
| D1 | 8 | 110R | 0.73 | 1999 |
| E | 8 | St. George | 5.20 | 1999 |
| F1 | 8 | St. George | 1.70 | 1999 |
| F2 | 8 | St. George | 2.25 | 1999 |
| F3 | 8 | 3309 | 1.83 | 1999 |
| F4 | 8 | 1103 | 2.08 | 1999 |
| F5 | 8 | St. George | 1.24 | 1999 |
| G1 | 337 | 110R | 5.20 | 1999 |
| G2 | 8 | 110R | 3.56 | 1999 |
| G3 | 8 | 110R | 1.60 | 1999 |
| I | 8 | 110R | 3.52 | 1999 |
| J2 | 8 | 110R | 3.55 | 1999 |
| J3 | 8 | 110R | 2.58 | 1999 |
| LP1N | 8 | 110R | 3.92 | 2004 |
| LP1S | 8 | 110R | 1.00 | 2004 |
| LP3 | 8 | 101-14 | 3.19 | 2005 |
| LP6B | 8 | 101-14 | 4.49 | 2008 |
| LP6C | 338 | 101-14 | 6.22 | 2008 |
| LP7N | 337 | 110R | 4.13 | 2003 |
| LP7S | 191 | 110R | 3.27 | 2003 |
| LP10E | 8 | 110R | 3.20 | 2003 |
| LP10W | 8 | 110R | 2.02 | 2003 |
| LP11 | 8 | 101-14 | 4.19 | 2008 |

| MERLOT TOTAL ACRES: 19.29 | | | | |
|---------------------------|--------|-----------|-------|---------|
| BLOCK | CLONES | ROOTSTOCK | ACRES | PLANTED |
| 16 | 181 | 110R | 3.40 | 1997 |
| 21A | 347 | 110R | 1.64 | 2003 |
| 21B | 343 | 110R | 1.74 | 2003 |
| LP2 | 181 | 101-14 | 3.16 | 2005 |
| LP8 | 347 | 420a | 2.71 | 2010 |
| LP9 | 347 | 420a | 6.64 | 2010 |

| PINOT NOIR TOTAL ACRES: 70.67 | | | | |
|-------------------------------|----------|------------|-------|------|
| A1 | 115 | 101-14 | 12.80 | 1999 |
| A2 | Pommard | 3309 | 9.30 | 1999 |
| B | Pommard | 1103P | 11.63 | 2017 |
| B1 | Pommard | 1103P | 9.37 | 2017 |
| C | Pommard | 1103P | 2.4 | 2017 |
| 6 | Heritage | St. George | 3.32 | 1970 |
| 10 | 777 | 101-14 | 1.68 | 2003 |
| 13 | 777 | 101-14 | 6.50 | 2003 |
| 15 | Heritage | St. George | 4.48 | 1970 |
| 17 | 667 | 101-14 | 0.91 | 2003 |
| 18 | 667 | 101-14 | 4.32 | 2003 |
| 19 | Heritage | 5C | 4.20 | 1997 |

| GEWÜRZTRAMINER TOTAL ACRES: 20.35 | | | | |
|-----------------------------------|-------------------|------------|-------|------|
| 1 | Martini Selection | St. George | 11.48 | 1971 |
| 4 | Heritage | 101-14 | 2.11 | 2008 |
| 7 | 47 | St. George | 6.76 | 2009 |

| CHARDONNAY TOTAL ACRES: 20.85 | | | | |
|-------------------------------|--------------|------------|-------|---------|
| BLOCK | CLONES | ROOTSTOCK | ACRES | PLANTED |
| 2 | Wente | St. George | 7.37 | 1976 |
| 4 | Bundschu | St. George | 2.58 | 2003 |
| 5 | Robert Young | 101-14 | 4.46 | 2003 |
| 7A1 | Bundschu | St. George | 3.83 | 1999 |
| 8 | Wente | St. George | 2.61 | 1970 |

| ZINFANDEL TOTAL ACRES: 12.94 | | | | |
|------------------------------|----------|------------|------|------|
| LP5 | La Paz | St. George | 8.57 | 1976 |
| LP6Z | Bundschu | St. George | 4.37 | 2010 |

| CABERNET FRANC TOTAL ACRES: 8.33 | | | | |
|----------------------------------|------------|--------|------|------|
| D | Mt. Veeder | 101-14 | 4.6 | 1999 |
| LP4 | Mt. Veeder | 101-14 | 3.73 | 2005 |

| TEMPRANILLO TOTAL ACRES: 5.08 | | | | |
|-------------------------------|---------|-----|------|------|
| 11 | Davis 2 | S04 | 5.08 | 1993 |

| PETIT VERDOT TOTAL ACRES: 4.33 | | | | |
|--------------------------------|---|------|------|------|
| J1 | 1 | 3309 | 4.33 | 1993 |

GUNDLACH BUNDSCHU

CALIFORNIA'S OLDEST FAMILY-OWNED WINERY IS A TRAILBLAZER IN SONOMA VALLEY CABERNET FROM THE FAMILY'S 320-ACRE ORGANICALLY-FARMED HILLSIDE RANCH.