

BACCHUS CLUB

NEWSLETTER

SPRING 2024





Our sustainability manager, Meghan Murphy is on maternity leave right now, so while she's our go-to sustainability expert, Joe is jumping in with some exciting Rhinefarm updates!

Dear Friends,

I am thrilled to share that we've announced 304 acres of our ranches are officially Regenerative Organic Certified® (ROC) as recognized by the Regenerative Organic Alliance (ROA). On behalf of the entire team here, I can say this was certainly no small feat. It's no surprise to any of us that this certification takes a village.

The ROC's three pillars are soil health, social fairness and animal welfare. This means everything from zero use of chemical pesticides, organic cover cropping, compost, pest management, and using livestock such as sheep, goats, and donkeys, who you might've seen before grazing on our Rhinefarm Estate.

We like to say sustainability ultimately comes down to this: Make it better, leave it better. This not only reflects the wine we're trying to make, but the world we're trying to leave behind. Over 165 years of a long California family history, the Bundschu family could not have operated without a sustainability mindset from the beginning. However, the goal of the certification is more to expand education and emphasize the importance of—in the words of the ROA, “farming like the world depends on it.”

For me, selfishly, the Regenerative certification is all about wine quality and stewarding the old vines.

Grapevines are perennial plants. Many of our vines are over 50 years old, and we're hoping they grow for another 100. That means it's important to treat the surrounding area with care and forethought for the people who will come generations after us.

Personally, I'm looking forward to seeing how our wine quality continues to elevate as we continue to push sustainable farming and winemaking standards over in our corner of Sonoma. For you, I hope it can give you an extra good feeling that your glass of Gundlach Bundschu wine is encouraging a positive environmental and social impact.

Cheers,

Joe Uhr
Winemaker



Scan the QR to watch our short film *Dirt to Glass* to learn more about our regenerative farming practices.

Our babydoll sheep and lambs graze in the vineyard in the Spring of 2023.



SEASONAL UPDATE

“As part of our ROC Certification process, we’ve integrated Southdown Sheep into our vineyard team. In February, they’re rotated through the vineyard to help maintain the vineyard floor. Among the herd, there are six ewes expected to lamb during this season. Excitingly, lambing season is now underway at Gundlach Bundschu.”

Towle Merritt, Vice President of Operations & General Manager

DEED DAY SIGNIFICANCE

ON MARCH 12, 1858

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 Jacob Gundlach at home. So, in 1850, after his proposal to the love of his life was denied by her father, Jacob jumped on a ship in 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. On March 12th, 1858, Jacob purchased 400 acres along the southwestern flank of the Mayacamas Mountain Range.

As they say, the rest is history!

ON MARCH 16, 2024

Celebrate our 166th anniversary and Regenerative Organic Certification® at our annual Deed Day party! This family-friendly event is open to all to gather and celebrate our long Sonoma history and the future of sustainable winegrowing.

Visit gunbun.com/events for more Deed Day details.



SAVE THE DATE

BACCHUS CLUB 2024 EVENTS



HI-FI HAPPY HOUR

Thursday, February 15th, 5-7p

DEED DAY

Saturday, March 16th, 12-4p

(((folkYEAH!))) and Gundlach Bundschu Present NEKO CASE CONCERT

Tuesday, March 26th

Redwood Barn

(((folkYEAH!))) and Gundlach Bundschu Present CAROLINE ROSE CONCERT

Tuesday, May 14th

Redwood Barn

(((folkYEAH!))) and Gundlach Bundschu Present WAXAHATCHEE CONCERT

Sunday, May 19th

GB Amphitheatre

HOT SUMMER MOVIE NIGHT

Saturday, August 3rd, 6-10p

GB Amphitheatre

HARVEST SUPPER WITH THE BUNDSCHUS

Saturday, September 14th

Members Only

HOLIDAY APRÈS SKI PARTY

Saturday, December 14th

Members Only



More details + tickets here

CLUB SELECTIONS + TASTING NOTES

2022 CHARDONNAY

Indulge in our Chardonnay’s vibrant character with lively notes of lemon zest and beeswax. While maintaining its lighter profile, this wine surprises with the subtle richness of marzipan and culminates with a bright and mouthwatering finish.

2021 CABERNET SAUVIGNON

As our flagship wine, our Cabernet Sauvignon is the perfect expression of our distinct terroir. This wine is acid-driven and has a big tannin structure giving it a dusty and earthy texture. Swirl, sip and taste notes of black currant, a bundle of blackberries, cocoa nibs and even a hint of graham cracker. We recommend you pair it with a sweet and spicy flavor profile, like Korean short ribs. This cool climate cab is one of our most distinctive wines; give it 10 to 15 years, and it can be your perfect red wine for a special occasion.

2021 MERLOT

As one of the few pioneer producers of Merlot in California, we cherish our Merlot vines and take care to deliver a wine that respects its heritage. Our estate-grown Merlot is a wonderful, “goldilocks” wine that falls right in the middle of our red wine portfolio. The nose of this wine is really striking with hints of fennel, fresh tobacco, and petrichor (you know, that perfect smell after the first rain of the season? Yeah, there’s a name for that). As you sip, you’ll get hints of red currant, rosemary, and defining, structured mountain tannins. This wine is certainly delightful now but is promising to show beautifully in 8 or more years.

2021 CABERNET SAUVIGNON & MALBEC

This Cabernet Malbec blend is a true symphony of flavors. On the nose, it presents a bouquet of dark berries interwoven with notes of mountain sage and cocoa. On the palate, it has a dry, grippy mouthfeel, showcasing flavors of blackberry with a touch of spice. The finish is rich and elegant, with the dark fruit flavors lingering on the palate, along with a hint of dark-chocolate covered espresso beans.

2019 PETIT VERDOT

From the glass, this wine displays a deep, inky color and offers aromas of black fruits that are lifted by floral notes of lavender and lilac. Full-bodied, our Petit Verdot unfolds in layers of dense, dark boysenberry and cassis, which are complimented by supple tannins. The wine finishes with smooth supporting notes of black tea and sage.

2018 CABERNET SAUVIGNON

Vinified from grapes predominately grown on Rhinefarm’s Arrowhead Mountain, this savory Cabernet is balanced, nuanced and bursting with layers of dark fruits, oak, cigar and chocolate. With its well-behaved tannins, freshness, aromas of dark spices and coffee, and silky texture, it’s ready to drink now, but will evolve in the years to come.

2018 MERLOT

Merlot has a natural tendency to thrive in our climate and soil, along with the stellar growing conditions of 2018, this Merlot is sure to be a classic. 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.

COLLECTOR’S CASE CLUB

Ever wanted access to the Bundschu family cellar? This club may be for you. This highly curated collection features 6-12 bottles of library vintages of our Heritage Selection wines, Vintage Reserve, and Bundschu Family Cabernet, along with other hand-chosen gems only available to our Collector’s members.

CURRENT PRICING

CLUB EXCLUSIVE WINES

| VINTAGE | NAME | RETAIL | 15% OFF | 20% OFF |
|---------|---------------------------------------|---------|---------|---------|
| 2022 | Sauvignon Blanc..... | \$32.00 | \$27.20 | \$25.60 |
| 2020 | Towles Clone Chardonnay..... | \$65.00 | \$55.25 | \$52.00 |
| 2018 | Hyde Merlot | \$65.00 | \$55.25 | \$52.00 |
| 2021 | Pinot Noir, Petaluma Gap..... | \$47.00 | \$39.95 | \$37.60 |
| 2021 | Zinfandel, Rancho Agua Caliente | \$54.00 | \$45.90 | \$43.20 |
| 2021 | La Cuadrilla Red Blend | \$45.00 | \$38.25 | \$36.00 |
| 2021 | Chardonnay, Dry Creek | \$29.00 | \$24.65 | \$23.20 |
| 2018 | Heritage Chardonnay..... | \$65.00 | \$65.00 | \$65.00 |
| 2017 | Heritage Merlot..... | \$75.00 | \$75.00 | \$75.00 |
| 2021 | Petit Verdot | \$52.00 | \$44.20 | \$41.60 |

CURRENT RELEASE WINES

| VINTAGE | NAME | RETAIL | 15% OFF | 20% OFF |
|---------|-----------------------------------|----------|----------|----------|
| 2021 | Cabernet Sauvignon. | \$55.00 | \$46.75 | \$44.00 |
| 2021 | Merlot | \$48.00 | \$40.80 | \$38.40 |
| 2016 | Cabernet Sauvignon. | \$65.00 | \$65.00 | \$65.00 |
| 2022 | Gewürztraminer..... | \$29.00 | \$24.65 | \$23.20 |
| 2021 | Pinot Noir | \$48.00 | \$40.80 | \$38.40 |
| 2021 | Zinfandel | \$56.00 | \$47.60 | \$44.80 |
| 2021 | Mountain Cuvée..... | \$25.00 | \$21.25 | \$20.00 |
| 2022 | Rhinefarm Rosé | \$28.00 | \$23.80 | \$22.40 |
| 2019 | Vintage Reserve | \$142.00 | \$120.70 | \$113.60 |
| 2021 | Cabernet Franc | \$56.00 | \$47.60 | \$44.80 |
| 2021 | Tempranillo | \$56.00 | \$47.60 | \$44.80 |
| 2021 | Cabernet Sauvignon & Malbec | \$45.00 | \$38.25 | \$36.00 |



We hope to see you around Rhinefarm soon! Call us anytime at 707.938.5277, email us at info@gunbun.com or visit us online by scanning the QR code.