

ESTD  1858

GUNDLACH BUNDSCHU

THE SONOMA ORIGINAL

## INTRODUCING THE 2019 VINTAGE RESERVE

Friends,

As sixth-generation farmers, we often ask ourselves: Why are we here? Why do we love to grow and make wine and share it with you? What's the purpose? I've been asking myself these questions my whole life, and what I've learned to appreciate more than anything these past few decades is how wedded to the earth's clock we are. The vines grow, the grapes ripen; when they're perfect, we bring them into the winery to let the yeast do their work, and we let the barrels impart their flavor. It's all on their own time, and that time is slow. And as I've gotten older, I've started to see this trait about wine as a superpower.

No wine is more emblematic of this connection to Mother Earth than our Vintage Reserve—our family's limited bottling of the vintage's most elegant and expressive wines. We start with the very best grapes from the very best vines, use all our high-tech equipment in our new winery, but in the end, it is about Mother Earth. As my dad always says, "she is the boss."

Speaking of the boss, those who have been following us for many years know that we commission a special label for each Vintage Reserve release. The 2019 Vintage Reserve label artwork was painted in watercolor by artist Chris McNally, honoring our refurbished 1953 International Panel Truck, fondly referred to as "Boss Lady." From a vintage standpoint, the 2019 season was near-perfect, creating wines with complexity and depth upon release, with aging potential for decades to come. Personally, we look forward to serving this wine on our family table through to the next generation of our family here on Rhinefarm.

Warmly,



Jeff Bundschu

PS – you can learn more about the Boss Lady history and refurbishment here:  
<https://www.gunbun.com/boss-lady/>