

GOLD MEDAL WINE CLUB'S  
Gold Series Selection



# Gold Plus!

## CRU Wine Company

### 2011 "Appellation Series" Pinot Noir Santa Maria Valley

Richard Spencer never thought he would end up in the wine business, much less the owner of Madera, California-based CRU Wine Company. The Wisconsin native and long-time resident of Fresno was deeply involved in the construction business and took part in building many of North Central California's hospitals, schools, and numerous other large buildings. Around the age of 40, Spencer began drinking wine as his beverage of choice. His wife Karen and a few of their close friends started planning trips together, visiting Bordeaux and some of the other great wine regions of the world. Spencer also began collecting wine, and today has a cellar with too many bottles to even count.

About twelve years ago, an unusual event occurred that ultimately thrust Richard Spencer into the wine industry. One of his friends owned a winery that wasn't doing well, and he wanted to get out of the business. Spencer decided to help him out and bought some of the used winemaking equipment with the intention of moving it somewhere else or selling it. One thing led to another, and Spencer and his wife decided to try the winery business for themselves. They located a nice 19-acre piece of land in Madera with an empty building on it and agreed to do it up right.

CRU Wine Company was founded in 2003 and today serves as a jewel in the Central Valley, where smallish boutique wineries are the rarity rather than the norm. Spencer wanted to do everything first class, and with his background in construction, he was there to see it all through. In regards to the wines, Spencer made a point of separating CRU from the other nearby wineries that relied on Central Valley grapes for their wines. Instead, he chose to source grapes from a number of regions, which would allow him to make a wide range of wine styles. Spencer selected top vineyards from both the cool, coastal regions and the warmer inland appellations.

The name *CRU* is a French term identifying prestigious vineyards and wines made from them, embodying the classification of select vineyard sites and their unique indigenous styles - a perfectly suited name for this handcrafted brand of wines.

### Accolades & Tasting Notes

**GOLD MEDAL** - San Francisco Chronicle Wine Competition

The CRU 2011 'Appellations Series - Santa Maria Valley' Pinot Noir was produced from two of the region's most coveted vineyards - the Sierra Madre Vineyard near the western edge of the Valley, and Garey Vineyard, located on the northern edge of the elevated Santa Maria mesa. Winemaker Ken Post blended multiple Pinot Noir clones from these two vineyard sites to bring extra layers of complexity to the wine. Dark cherry red in color, the nose is intriguing with notes of raspberry, strawberry, forest floor and soy sauce. The palate is smooth yet vibrant with blackberry, cranberry, tangerine and spice. Aged 9 months in oak. Enjoy now until 2019.

**You Save 20% - 33% off the winery retail price!**

New! Gold Medal **Membership Rewards** Pricing:\*

Membership Level	Retail Price at Winery	Number of Bottles Ordered:		
		2+	6+	12+
2-Btl. Members:	<del>\$30.00</del>	\$24.00	\$22.33	\$21.50
4-Btl. Members:		\$24.00	\$21.50	\$20.25

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\*Effective per bottle prices after **Membership Rewards** discount is applied at checkout.

Shipping and tax (if applicable) not included in above prices. **Membership Rewards** does not apply to Sale or Specials Wines.

