



Gold Plus!

CRU WINE COMPANY

2014 'VINEYARD MONTAGE' PINOT NOIR

Santa Lucia Highlands, Monterey County



Richard Spencer never thought he would one day find himself 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.

At one point in his life, around the age of 40, Spencer began drinking wine as his beverage of choice. His wife Karen and a couple of their close friends started planning a number of trips together over the years, 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 very 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 possible selling it. One thing lead to another, and Spencer and his wife decided to do it 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.

The 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 decided to source grapes from a number of regions which would allow him to make a wide range of wine styles. Spencer located top vineyards from both the cool, coastal regions and the warmer inland appellations. He has managed to stick to this philosophy and it has seemed to work out quite nicely.

Today, Richard Spencer has much to be thankful for with his successful Central Valley winery and, along with the rest of the 'cru,' he looks forward to what the future will bring.

Accolades and Tasting Notes

95 Points + Gold Medal — California State Fair

Best of SLH + 90 Points + Gold Medal — Toast of the Coast

Best Pinot Noir + Gold Medal — Central Coast Wine Competition

Class Champion + Double Gold Medal — Houston Livestock Show

Double Gold Medal — San Francisco Chronicle Intl. Wine Competition

The CRU 2014 Vineyard Montage Pinot Noir was sourced primarily from the marine-influenced Sarmiento Vineyard in the Santa Lucia Highlands of Monterey County. The vineyard is known for its morning fog and afternoon winds which help to provide an ideal climate for cool-climate loving varietals like Pinot Noir. On the nose, this wine offers aromas of freshly picked cherries, cedar and earth, while the palate shows a complexity of flavors including blueberry, pomegranate, cranberry and infused tea, that are nicely balanced by hints of toasted oak. Aged 9 months in oak. Enjoy!



YOU SAVE 16%-31% off the winery retail price!

Gold Medal Membership Rewards Pricing:*

Membership Level	Retail Price at Winery	Number of Bottles Ordered:		
		2+	6+	12+
2-Btl. Members:	\$25.00	\$21.00	\$19.33	\$18.50
4-Btl. Members:		\$21.00	\$18.50	\$17.25

*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.