

GOLD MEDAL  
WINE CLUB'S

# Pinot Noir Press



v08i05



## CRU WINE COMPANY

Based in California's Central Valley, CRU Wine Company is a boutique portfolio of wines that embrace the incredible diversity of California's premium viticultural areas



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 next few 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 possibly selling it. One thing led 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's managed to stick to this philosophy and it has seemed to work out quite nicely.

The name CRU, by the way, 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.

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

## ABOUT THE WINEMAKER



Native Californian Ken Post began his career on his family ranch in Paso Robles. There, the Posts farmed 1,800 acres of alfalfa and various grains until the property was sold in the late 1970's. Ken then pursued a second career in highway construction, but retired at the age of 40 to spend more time with his family. It wasn't long before Ken craved more activity and decided to pursue his love of wine. After earning a degree from Fresno State's Enology and Viticulture program, he began his third and final career as a winemaker in the Central Valley. He joined the CRU Wine Company in 2006 and is responsible for much of the spirit behind the company image, in addition to the award-winning wines and overall success the winery has seen.

## CRU 2012 'Appellation Series - Santa Maria Valley' Pinot Noir

The CRU 2012 'Appellation 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. Selecting multiple Pinot Noir clones from these two vineyard sites brings extra layers of complexity to this wine. Dark cherry red in color, this Pinot Noir has an intriguing nose with notes of raspberry, strawberry, and forest floor. The palate is smooth yet vibrant with blackberry, cranberry, tangerine, and spice. Aged 9 months in oak.

Cases Produced: 440

Enjoy Now Until: 2018

### GOLD MEDAL

- San Francisco Chronicle  
Wine Competition



## RECIPES FOR PAIRING

Enjoy our extensive collection of recipes to pair with your favorite wines! Find these and many more recipes online at [GoldMedalWineClub.com/Recipes](http://GoldMedalWineClub.com/Recipes).



KEN'S WHITE PIZZA



SPICE CRUSTED PORK TENDERLOIN

## Gold Medal MEMBERSHIP REWARDS PRICING



### CRU 2012 Pinot Noir Appellation Series - Santa Maria Valley

*Save 10% - 28% off the Winery Retail Price (\$30.00/btl)*

	2+ btl.	6+ btl.	12+ btl.	24+ btl.
2-Bottle Members:	\$27.00	\$25.33	\$24.50	<b>\$23.67</b>
4-Bottle Members:	\$27.00	\$24.50	\$23.25	<b>\$22.83</b>
Charter Members:	\$25.65	\$23.28	\$22.09	<b>\$21.69</b>

ORDER ONLINE:  
[GoldMedalWineClub.com](http://GoldMedalWineClub.com)

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