Gold Plus!

28+ YEARS
CELEBRATING

CRUX WINERY
2015 GRENACHE
Russian River Valley, Sonoma County

245 Cases Produced

The story behind Crux Winery started in 2005 when Brian Callahan bought some property in the prestigious Russian River Valley growing area. His next door neighbor was Steve Gower and the pair soon became fast friends. Not only were they both involved in different aspects of the health care industry, but they soon learned they shared mutual interests: wine, winemaking, and the pursuit of the noble grape. It seemed like a no-brainer that they would start making wine together.

Steve Gower's garage became the winery and several years were spent in making wine for their consumption and any friends who were willing to try it.

Fast forwarding to 2012, Callahan and Gower decided it was time to take the next step. The friends owned some two and a half acres between them and they began experimenting with Rhone varietals, which responded very well in the Russian River Valley. While they didn't have any formal wine training (no wine courses and no apprentice work in existing wineries), they were quick hands-on learners and also relied heavily on the Internet and the neighboring grape community for help starting out. They also found a more permanent home for Crux Winery - a modest warehouse space at the end of a narrow country road. The tasting room is just a corner of the said warehouse, surrounded by barrels and equipment.

Since its first commercial wines release in 2014, the saga of Crux Winery has continued to unfold. Rather than pursue the expected Pinot Noir course (for which the Russian River Valley is best known), Callahan and Gower made the unique decision to produce an array of Rhône varietals that include Mourvèdre, Syrah, and Grenache. That decision has proven to be the most fortuitous and the brand has soared in both popularity and acceptance.

Another decision was made to purchase all fruit from small, family owned and operated growers. Callahan and Gower feel that the fruit is better controlled by small growers and it is more consistent year to year.

The name 'Crux Winery,' by the way, points to a crossroads of sorts where several of the Russian River AVA's meet - a point quite close to Crux Winery's own vineyards around the town of Windsor. The compass-style label accents the concept and is one of the classiest labels around.

Kudos to this rising star Russian River Valley winery and to Brian Callahan and Steve Gower for following their wine passion and delivering a unique product to the region.

Accolades and Tasting Notes

94 Points + Cellar Selection + Gold Medal — *Tastings.com*
90 Points — *Wine Enthusiast magazine*

A blend of 90% Grenache, 5% Syrah, and 5% Mourvèdre, the Crux 2015 Grenache comes from a selection of premium vineyards in Sonoma's Russian Rivery Valley. The Grenache for this vintage is robust and full bodied, while the small amounts of Syrah and Mourvèdre add just the right amount of complexity and spice to round it out. This wine is bold and well-balanced with its flavors of strawberry, violet and white pepper, and hints of baking spice and vanilla coming through on the finish. Aged in oak. Enjoy!

Gold Medal *Membership Rewards* Pricing:*

YOU SAVE 20%–28% off the winery retail price!

Membership Level	Retail Price at Winery	Number of Bottles Ordered: 2+	6+	12+
2-Btl. Members:	$45.00	$36.00	$34.33	$33.50
4-Btl. Members:		$36.00	$33.50	$32.25

*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.

2015
GRENACHE
RUSSIAN RIVER VALLEY
SONOMA COUNTY