



# Garagiste

## WINE CLUB

[gar-uh-zheest'] noun - A French term used to describe independent, artisan winemakers crafting small batches of wine in garage-type settings and not yet discovered by the mainstream.

## Crux Winery

Co-Owners: Steve Gower & Brian Callahan

Winemaker: Steve Gower

Location: Sonoma County, California

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.

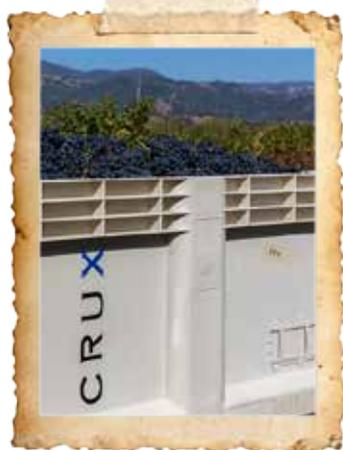
Fast forwarding to 2012, Callahan and Gower decided it was time to take the next step. The friends owned some two and a half acres between them and they began experimenting with Rhône varietals, which responded very well in the Russian River Valley. While they didn't have any formal wine training (no 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 Mourvedre, 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 new Russian River Valley winery and to Brian Callahan and Steve Gower for following their wine passion and delivering a unique product to the region.



## Crux 2015 GSM Red Blend

430 cases produced

Harvest Moon Vineyard, Russian River Valley, Sonoma County

The Crux 2015 GSM Red Blend is Steve Gower and Brian Callahan's version of an Old World Southern Rhône made with beautiful New World fruit. A blend of 55% Grenache, 27% Syrah, 16% Mourvedre and 2% Petite Sirah, this wine offers aromas of ripe plum and dark cherries with full-bodied flavors of ripe berries, sage, spiced apple, black tea, licorice, blackberry jam, a touch of black pepper and moderate oak coming through on the finish. The soft tannins provide excellent structure. Aged in oak. Enjoy!

Gold Medal Wine Club Price: \$39.00 / bottle

To order, visit the Wine Store at [www.GoldMedalWineClub.com](http://www.GoldMedalWineClub.com) or call 1-800-266-8888

\*2 bottle minimum per wine, per order. Shipping and tax (if applicable) not included. Call for details.

