

GOLD MEDAL WINE CLUB'S  
Platinum Series Selection



# Platinum Plus!

## Fulcrum Wines

### 2012 Gap's Crown Vineyard Pinot Noir Sonoma Coast

Founded in 2005, Fulcrum Wines is the brainchild of David and Christinna Rossi, a husband and wife team dedicated to crafting world-class Pinot Noir from various vineyards and appellations in Northern California wine country. The Rossis named their winery *Fulcrum*, which by definition, is "a point on which an object balances." This word, and the notion of balance, is not only critical in producing great Pinot Noir, but it also represents David Rossi's winemaking style to craft wines with a seamless *balance* of fruit expression, acid, tannin, alcohol, oak influence, and age-worthiness. He takes an intimate and exacting winemaking approach to achieve this, and the results certainly speak for themselves.

David Rossi grew up in a restaurant family in Arizona and after working various jobs in the family business, moved to Pittsburgh in 1991 to pursue the corporate food marketing industry. Although David had cooked his whole life, winemaking had always intrigued him and one day, he decided to try home winemaking in his basement. What began as a hobby quickly became an obsession. By 2005, David's basement had become a wine laboratory, his bathtub was a depository for oak barrels, and he was purchasing grapes from California and Washington. He had also garnered countless medals from national amateur winemaking competitions. It was time to take the plunge and *Fulcrum Wines* was born.

David's goal at Fulcrum Wines is to make Pinot Noirs from the finest vineyards, without being constrained by regions or boundaries. His winemaking is done at a custom crush facility in Napa Valley, and his fruit comes from grand-cru caliber vineyards in the Anderson Valley, Russian River Valley, Sonoma Coast, Carneros, and Chalone regions. Although he and his wife Christinna currently reside in the seashore region of New Jersey, they travel extensively to California to oversee the business.

It is important to note that David is a completely self-taught winemaker, following a path that allows him to develop his own style without the constraints of working for an established winery. It is a great achievement that David has become the high caliber winemaker he is today - one of California's best-kept secrets and truly a Pinot Noir specialist. We hope you enjoy this special feature. Cheers!

172 Cases  
Produced!

### Accolades & Tasting Notes

**93 POINTS**  
- *Pinot Report*

**92 POINTS + EDITOR'S CHOICE**  
- *Wine Enthusiast magazine*

Fulcrum's 2012 Gap's Crown Vineyard Pinot Noir comes from a well-known site in the Sonoma Coast region. Nested on the western hillside of Sonoma Mountain, Gap's Crown Vineyard presents an amazing location to capture both the complexity and intensity of world-class Pinot Noir. The 2012 Gap's Crown Vineyard Pinot Noir is bright purple in color with a ripe nose of earth, sweet spice, and cherries jubilee. On the palate, brambly berry flavors mingle with spice and dried herbs. This wine is silky and soft with fine-grained tannins and finishes with lively, fresh fruit. Aged 16 months in oak. Enjoy now until 2020.

**You Save 24% - 31% off the winery retail price!**

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

Membership Level	Retail Price at Winery	Number of Bottles Ordered:			
		2+	6+	12+	24+
2-Btl. Members:	\$59.00	\$45.00	\$43.33	\$42.50	<b>\$41.67</b>
4-Btl. Members:	\$59.00	\$45.00	\$42.50	\$41.25	<b>\$40.83</b>

800-266-8888 [www.goldmedalwineclub.com](http://www.goldmedalwineclub.com)

\*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.