



# Platinum Wine Club

90+ Rated, Ultra Premium, Collectable Wines from California's Best Winemakers.

## Graton Ridge Cellars | Napa Valley

Two really close friends, Chad Richard and Bob Zeches, found a mutual admiration of the challenging Pinot Noir grape reason enough to enter the wine business. The pair started Furthermore Pinot Noir and released their first wines (a tiny 50 cases in number) in 2006. Five years later, they purchased their first vineyard on Willow Creek Road near the town of Occidental., Richard, who credited his father for his early interest in wine, named it after his father, the Navina's Vineyard. By then the fledgling winery had grown to around 2,000 cases and had become a really top-notch producer of Pinot Noir.

Both Richard and Zeches were products of the lucrative high-tech business and considered themselves serial entrepreneurs. Their mission as owners of the now successful winery were to study, on a long-term basis, how Pinot Noir expresses itself regionally throughout California, and in particular those growing areas influenced by coastal climates.

Little has changed for the entity in the ensuing decade plus.

When the opportunity arose in 2015 to purchase Graton Ridge Cellars located just outside the City of Sebastopol, the pair jumped at the chance. Graton Ridge Cellars began life as an apple orchard in 1945 and eventually evolved as a boutique family winery for the founding Paul Family. When offered for sale, the exceptional winery package included a working winery, tasting room and also a prime Sonoma Coast AVA Pinot Noir vineyard. Such a combination would be particularly hard to find at this time.

"This addition allowed us to grow our business and establish a real footprint for our brands," co-owner Chad Richard offered. "We have always sourced all our fruit and Graton Ridge Vineyard provided us with additional high quality grapes that we can utilize in our estate blends.

Both Furthermore Pinot Noir and Graton Ridge Cellars will continue making wines under different labels with a total combined production of around 3,000 cases annually. "We have grown our winery slowly," Richard continued. "We would love to see it grow over the next five years, hopefully to somewhere in the 5 - 7,000-case level. It's all about sourcing our grapes, and we are believers in the hand shaking approach to fruit procurement as opposed to long term contracts. A

lot can happen to a vineyard involved in a long term contract and we wanted to remain as flexible as possible."

Graton Ridge Cellars sits right in the heart of the Russian River Valley, a growing area already famous for producing some of the finest Pinot Noirs and Chardonnays to be found in California.

Accolades and awards have become an integral aspect of the Graton Ridge Cellars/Furthermore Pinot Noir union, with both entities earning major honors. The prestigious *San Francisco International Wine Competition* even named the entity "Winemaker of the Year" for 2015, an incredible distinction for the diminutive winery.

Winemaker for Graton Ridge Cellars is a wine industry veteran, Erica Stancliff. Stancliff is a Cal State Fresno enology graduate with an international flavoring in her resume. She interned at Vina Cobos in Mendoza, Argentina, one of that country's top wineries. Stancliff also worked for Napa Valley's Rudd Winery and Vineyards as well as Sonoma's well-respected Trombetta Family Wines. She considers the Pinot Noir a most versatile grape that can be made into a light, refreshing wine or, additionally, a more robust version that can stand up to the heartiest dishes. She feels that the Pinot Noir bridges the gap and is a winemaker's artistic dream that can be made into a specific style that the winemaker chooses.

The present and future seem particularly bright for Graton Ridge Cellars and its passionate owners.

An insight into the owner's personalities evolved from the Chad Richard interview. "I started liking wine and Pinot Noir in particular. My dad shared the same interest with me and suggested we both attend the International Pinot Noir Celebration in Oregon's celebrated wine country. Pinot Noir lovers attend from all over the world and the event has been held for more than 30 years. Even though I was only 19 at the time, I used a fake ID to get in with my dad. It was great fun and the beginning of my Pinot Noir quest."

When one talks about Pinot Noir passion, it is certain that Chad Richard's name be listed toward the top.

Enjoy this marvelous *Platinum Wine Club* selection of Pinot Noir from Graton Ridge Cellars.





Dear Platinum Wine Club Members,

We are honored to share our 2013 Graton Ridge Russian River Valley Pinot Noir with you. A little history on our beginning: in 2006 we created our first two barrels of Pinot Noir - about 50 cases of wine. The fruit came from the Bohemian Vineyard in Freestone just a few miles from Nevina's Vineyard, the estate vineyard on Willow Creek Road that we purchased in 2011. Having discovered our love of wine together in the 90s, particularly for Pinot Noir, our mission back then was to begin conducting a long-term study of how Pinot Noir expresses itself regionally throughout California, particularly in areas influenced by coastal climates. All these years later, it is still our mission. Though we've grown gradually over the years, we are still a relatively small operation - we now produce about 3,000 cases annually from as far south as Santa Rita Hills in Santa Barbara County all the way up to Yorkville Highlands in Mendocino county, and many places in between. In 2015 we purchased Graton Ridge Cellars and established another estate vineyard, Graton Ridge Vineyard. This began a new chapter for us by establishing a tasting room and moving all of our operations to our new home just north of Sebastopol at the corner of Gravenstein Highway and Vine Hill Road.

People often ask us where the name Furthermore came from. We like to say that the name alludes to the never-ending dialog that we engage in as we explore the ethereal beauty and diversity of Pinot Noir, and how its expression in the glass is easily affected by the place where it is grown and the special circumstances of each vintage.

We'd love to continue the dialog with you - please come and visit us at the tasting room. We can share a glass and maybe even play a game of bocce together.

Cheers,  
Bob and Chad

## Add a Plus! Bottle to your next wine delivery

The *Plus!* Program automatically adds on one special wine to each regularly scheduled wine delivery, or as often as you like! *Plus!* wines are all highly-rated, very small production wines with availability too limited for all regular club members to receive.

**Join Today!**  
**\$35-\$45/delivery**

For more information, visit:  
[GoldMedalWineClub.com/plus](http://GoldMedalWineClub.com/plus)



**This month's  
Platinum Plus!  
Featured Wine:**

**Stolo 2013 Estate Syrah**

94 Points – Editor's Choice  
– *Wine Enthusiast*

## Graton Ridge Cellars | 2013 Pinot



**96 Points & Double Gold Medal** — San Francisco Int'l Wine Competition  
**95 Points** — Wine Enthusiast

This highly lauded Pinot Noir is made from the grapes of three different vineyards within the vast (in terms of acreage) Sonoma Coast American Viticultural Area's Russian River Valley. Highlighted by flavors and aromas of black cherry, roses, molasses, rhubarb, cinnamon, peat, black tea, vanilla, celery and orange rind, this prime example of California Pinot Noir has something for everyone to enjoy. The wine contains moderate acidity and mild tannic effect and is medium in weight. On the palate, you will experience a lingering cherry spice finish emblematic of classic Pinot Noirs. ENJOY NOW UNTIL 2020.



**You Save 13% to 22%  
off Winery Retail Price**

Retail Price at Winery		INSTANT <i>Membership Rewards</i> Pricing*		
		2+ btls.	6+ btls.	12+ btls.
\$45.00/btl.	2-Bottle Members:	\$39.00	\$37.33	\$36.50
	4-Bottle Members:	\$39.00	\$36.50	\$35.25

\*Effective per bottle prices after Membership Rewards discount is applied at checkout.