

GOLD MEDAL WINE CLUB'S
Platinum Series Selection



Platinum Plus!

Graton Ridge Cellars

2014 Petite Sirah

Russian River Valley, Sonoma County

Nestled in the heart of the Russian River Valley, Graton Ridge Cellars originally stood as an apple farm, supplying visitors with fresh apple juice and bins of Sonoma County's famous Gravenstein apples. The Paul family settled on the property in 1945 and after many years of farming apples, traded their orchard for grape seedlings and planted an estate vineyard. A boutique family winery named Graton Ridge Cellars was born.

The winery has been focused on making small-lot Russian River Valley wines, including Chardonnay, Petite Sirah, Pinot Noir, and Zinfandel. Although many of the wines have garnered impressive medals from local and international wine competitions over the years, the winery is still fairly under the radar and known as one of the best-kept secrets in West Sonoma County.

In January 2016, Graton Ridge Cellars was merged with Furthermore Pinot Noir, a tiny Pinot Noir-focused winery that produces wines from a range of California's top appellations. The owners are lifelong friends Chad Richard and Bob Zeches, who share a deep passion for the wine industry and are thrilled to have Graton Ridge become their new home.

Prior to entering the wine business, Chad and Bob were what you would consider serial entrepreneurs. Bob is involved with several high-tech startups and has years of experience in science and engineering research, while Chad has a past in digital media and is currently the Sr. V.P. of Business and Corporate Development at YELP (after serving six years as Apple's Sr. Director of Product Marketing). Both are very successful and business savvy in their own right, and when the opportunity came in 2006 to start an entity around their passion for wine, it seemed like a no brainer. Their winery project has landed them numerous accolades including being named **Winemaker of the Year** at the 2015 *San Francisco International Wine Competition*.

The duo recently appointed Erica Stancliff as winemaker for Graton Ridge Cellars. Erica is also the winemaker for her own Trombetta Family Wines label and was formerly involved with Paul Hobbs' CrossBarn, Rudd, and Vina Cobos (Mendoza, Argentina).

The future looks incredibly bright for Graton Ridge Cellars, with an energetic, award-winning team taking the reins of the boutique operation.

Accolades & Tasting Notes

DOUBLE GOLD MEDAL - SF Chronicle Wine Competition

Produced from Sonoma County's Russian River Valley, the Graton Ridge 2014 Petite Sirah is a beautifully balanced, full-bodied wine. Aromas of blackberry, blueberry, and white pepper mingle with notes of toasty oak, bittersweet chocolate and coconut. The palate echoes these nuances with the support of nicely structured tannins and a soft, mouth-filling texture. Dark chocolate cherry lingers on the finish. Aged 10 months in oak. Enjoy now until 2024.

You Save 14% - 23% off the winery retail price!

Gold Medal **Membership Rewards** Pricing:*

Membership Level	Retail Price at Winery	Number of Bottles Ordered:		
		2+	6+	12+
2-Btl. Members:	\$42.00	\$36.00	\$34.33	\$33.50
4-Btl. Members:		\$36.00	\$33.50	\$32.25

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

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