

GOLD MEDAL
WINE CLUB'S

Pinot Noir Press

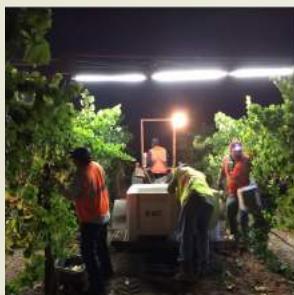


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MUELLER WINERY

This impressive Russian River Valley limited production 2012 Pinot Noir Cuvée is as impressive as its much revered and universally respected owner and winemaker.



Robert Mueller's name is bantered about California's top wineries as much as any modern-day wine industry figure — with good reason. As Owner/Winemaker of Sonoma County's Mueller Winery, Bob Mueller's formula for success has shaped the fortunes of many fledgling wineries.

Now a youngish 64, Mueller's production is around 3,000 cases per annum, a level at which the winemaker is very comfortable. "Our small production allows me to spend some time in the vineyards," offered Mueller. "And since my wife Lori and I do practically all of the work with our wines, if we attempted to produce more we would have a hard time."

Throughout his storied career, Bob Mueller has enjoyed the challenge of making the Pinot Noir. "When we first started our own winery in the early 1990's we initially made Chardonnay. It was soon apparent to us that the Pinot Noir was an important varietal that we both enjoyed immensely. At the time, it wasn't that popular and only a few winemakers were even attempting it. We started making it and had some success. Today we make six different Pinot Noirs, and each one is slightly different from the other," he explained.

Mueller stated that he feels the

Pinot Noir is a difficult grape to grow and vinify, but not really different from other varietals. "Each varietal has its own set of rules," he continued. You work with it for a few years and you finally understand what's required to make it correctly."

Industry insiders point to Mueller's precise methods of farming and winemaking attention for his products as keys to his success. Awards and plaudits have been numerous and his wines are almost always oversold and on an allocation basis.

Another factor in the perpetuation of Robert Mueller Winery is the simple fact that he is keenly aware of the price/value relationship of wines. "We really haven't changed our pricing since we started the winery," added Mueller. "I'm not sure that many of our competitors can say the same about their wines' pricing."

An interesting tidbit concerning this month's Pinot Noir Wine Club selection, the Mueller Russian River Valley Cuvée Pinot Noir. "When we first started with the project, we hadn't decided on a name for it. Our printer suggested we use Cuvée X until we came up with a name. As we approached bottling, we still hadn't decided on a name so Cuvée X became the name. It was that simple," he concluded.

ABOUT THE WINEMAKER



An early graduate of the storied UC Davis winemaking program, Bob Mueller has extensive experience in all facets of winemaking. Bob Mueller's career has involved very large wineries (Perelli-Minetti Winery in the Central Valley was a 70,000-plus ton crushing facility) to the well-respected Château Souverain in the Alexander Valley that crushed around 7,000 tons. His extensive knowledge of chemistry and biology taught him the cold climate and the terroir of the Russian River Valley was perfect for growing both Pinot Noir and Chardonnay. How true it is.

MUELLER 2012 PINOT NOIR "CUVÉE X" RUSSIAN RIVER VALLEY

Sonoma County's rugged Russian River Valley provides a great deal of the fruit for top quality Pinot Noirs. The Martini Pinot Noir clone was used exclusively for the grapes used in this 100% Pinot Noir. It produces elegant, complex wine that age gracefully. The *Wine Spectator's* wine expert James Laube wrote, "Pure and graceful, offering earth-tinged plum, blueberry and wild berry flavors, with spice, nutmeg and cedary oak touches. Long and persistent on the finish."

Cases Produced: 312

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92 POINTS
- *Wine Spectator*



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Russian River Valley - Sonoma

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