



# The Wine Press

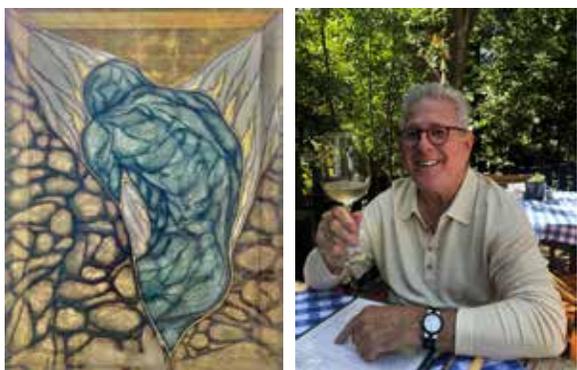
Medal Winning Wines from California's Best Family-Owned Wineries.

**RUTZ CELLARS**  
RUSSIAN RIVER VALLEY, SONOMA COUNTY



## Rutz Cellars

**A Burgundian-inspired boutique winery in the heart of Sonoma's Russian River Valley, Rutz Cellars celebrates nearly 30 years of crafting classically-styled Chardonnay and Pinot Noir.**



Rutz Cellars was started in 1992 by Keith Rutz, whose passion for Burgundy inspired him to make California Pinot Noir and Chardonnay in the tradition of his favorite Burgundian wines. From the beginning, his goal was - and still is - to make the finest small-batch wines possible that would stand up to those made by the top French producers. Over the last 28 years, Keith Rutz has built Rutz Cellars into a notable, award-winning Russian River Valley winery.

Keith's interest in wine dates back to his college days at the University of California Berkeley, where he was actually in the fashion industry and became the proprietor of two trendy clothing boutiques located near the Berkeley campus. His entrepreneurial duties regularly took him to both London and Paris where he frequented the type of restaurants and shops that featured France's outstanding wines. It didn't take long for the youthful businessman to develop his great love of Burgundy and become totally immersed in wine.

Keith spent several years working in the fashion industry, at one point working for the clothing manufacturer Esprit in San Francisco and later starting his own fashion business that produced belts for the likes of Kenneth Cole and Anne Klein. He traveled extensively around the world until it finally became very exhausting and it was time to make a change. It was during this frantic period that Keith realized the one relatively stable aspect of his life centered on wine and his ultimate pursuit of the great California Burgundy. He finally decided to change his lifestyle and devote all of his time to developing Rutz Cellars.

Keith also has ancestral roots in the wine industry, dating back six generations from his great, great grandfather Fernand Lebegue who grew up in Aigne, in France's Languedoc region. Fernand worked as a cooper fashioning oak barrels from the Vosges, Nevers, Allier, and Tronçais, which have become the standard bearers of oak in the fine wine business today. Now, with the start of Rutz Cellars, his family's tradition had come full circle.

At Rutz Cellars, Keith crafts classically-styled wines from the best Chardonnay and Pinot Noir grapes available in the Russian River Valley of Sonoma County, California. In 2018, he expanded his brand to also include Domaine Rutz, a high-end label that includes a pair of Cabernet Sauvignons from Sonoma's Chalk Hill appellation and another from Napa Valley's Rutherford appellation. Keith is also now joined by his daughter, Melissa, making this a true family winery.

*What about the label?* Keith Rutz selected a very distinctive 'caveman' image for the heart of his wine labels (pictured on the left). "To me, the painting shows the human spirit escaping its bounds and suggests continuity between science and art," Keith explained. "I would like to think it captures the essence of what winemaking is all about - freeing oneself from earthly confines and at the same time, learning to work with nature."

We are happy to share Rutz Cellars with our Gold Wine Club members and hope you enjoy two of their fabulous wines. Cheers!

## Keith Rutz, Winemaker

Rutz Cellars owner Keith Rutz also acts as winemaker for his namesake winery. His Russian River Valley based Pinot Noirs and Chardonnays are crafted in the style and flavor of the great Burgundies of France. Keith produces his wines in small quantities, from low-yielding, world-class vineyards, and the result is an unmatched style of balance and finesse, with extraordinary flavor. His pure, traditional approach to Pinot Noir and Chardonnay yields wines that are soft, elegant and refined. It is his guarantee that from harvest to bottling, Rutz Cellars wines are subjected to minimal handling and maximum care, which underscores his commitment to making the finest wines possible.



## Featured Gold Club Wines



### Rutz 2018 Pinot Noir, Russian River Valley

700 cases produced

For nearly 30 years, Rutz Cellars has been cultivating its core bottlings from the most preeminent appellation for Pinot Noir: the Russian River Valley. This appellation now has a world wide reputation for a terroir that balances all of the elements of the sun, air and soil. Rutz's Proprietors Reserve Pinot Noir hails from vineyards within the cooler region of the Valley and the result is a classic, varietally correct, Old World style Pinot Noir. Ruby in color, the Pinot Noir offers a range of aromas, from just-ripe cherries and blackberries to dried herbs like basil, ground cinnamon and white pepper. The wine is soft and supple with balanced flavors of porcini mushrooms, green peppers and just a kiss of oak that lingers on the complex finish. Aged in French oak. Enjoy!

**GOLD MEDAL SPECIAL SELECTION**



Food Pairing:  
KOREAN STYLE  
BEEF SHORT RIBS

[GoldMedalWineClub.com/Recipes](http://GoldMedalWineClub.com/Recipes)



### Rutz 2018 Chardonnay, Russian River Valley

950 cases produced

With five generations of French viniculture heritage, Keith Rutz strives to create a Russian River Valley Chardonnay that has a great backbone of natural acidity and structure, a crisp, cool limestone minerality character, finesse, and balance. Pale gold in color, the 2018 Proprietors Reserve Chardonnay leads with minerality and savory herb notes. The nose offers a hint of stone fruit like golden apple and pear skin, followed by a range of Provence herbs. The oak is almost unnoticeable, until a hint of toasted sesame seed arises on the finish. This Chardonnay clearly speaks to the terroir of the Russian River Valley, with flint and sandy limestone across the subdued yet wildly drinkable palate. Aged in oak. 100% Chardonnay. Enjoy!

**GOLD MEDAL SPECIAL SELECTION**



Food Pairing:  
TARRAGON  
CHICKEN SALAD

[GoldMedalWineClub.com/Recipes](http://GoldMedalWineClub.com/Recipes)

#### HOW WE CHOOSE OUR WINES:

Gold Medal Wine Club showcases exceptional wines from only the best small wineries of California. Featured wines include those which have earned medals in the top wine-industry competitions or have been highly rated by a respected national wine publication (see [goldmedalwineclub.com/resources/wine-ratings](http://goldmedalwineclub.com/resources/wine-ratings)). On occasion, we feature wines which are newly released by the winery and which medals and reviews are forthcoming. Each and every selection is a superb wine made in small quantities and with very limited distribution. There are over 4,000 wineries in California producing thousands of different wines. Only wines fitting the above criteria are considered in choosing the featured selections each month.

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

\$18-\$22 per 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. For more information, visit: [GoldMedalWineClub.com/plus](http://GoldMedalWineClub.com/plus)

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

**Carucci 2015 Grenache,  
Santa Maria Valley**

92 Points

- Wine Enthusiast magazine

120 Cases Produced





# Wine Winyard: Test Your Wine IQ



## 1. Is a white Burgundy a Chardonnay?

All in all, yes, white Burgundy is just Chardonnay, but the region is also the origin place of this variety which is the world's most popular white grape. In Burgundy, the combination of climate, land, and tradition, produce a wine that is coveted by many all around the world, and nearly everyone looks to these Chardonnays as the gold standard. The most popular production areas for Chardonnay within Burgundy are Bourgogne Blanc, Chablis, Maconnais, and Cote de Beaune, which is typically the 'creme de la creme.' Each area has a unique terroir and characteristics and thus, different flavor profiles. Other white wines are produced in Burgundy, but on a much smaller scale. These include Aligote in the Bourgogne Aligote appellation, Pinot Blanc in the Nuits-St-Georges region, Pinot Gris (a mutation of Pinot Noir), and Sauvignon Blanc, which can be found in the Saint-Bris appellation.



## 2. How many acres of Chardonnay are planted in California?

Today, there are more than 100,000 acres of Chardonnay vineyards planted in California! This is significant growth considering in 1941 there were less than 100 acres planted.



## 3. Which type of climate does Chardonnay do best in?

Chardonnay grows best in cool, coastal regions in California - from Santa Maria Valley, Sta. Rita Hills, and Edna Valley up through Monterey, Sonoma Coast, Anderson Valley, and the Russian River Valley. The cooler climate helps Chardonnay have more acidity, citrus flavors, and mineral character.



## 4. What is a Spätburgunder?

Spätburgunder is the German name for Pinot Noir. It translates to late-ripening (spät) Pinot (Burgunder - from Burgundy). Germany is actually the third largest producer of Pinot Noir, after France and the United States. Pinot Noirs, or Spätburgunders, produced in the Baden (Kaiserstuhl district), Pfalz ('faults'), Ahr, and the Nahe ('nah-ha') are all notable and worth seeking out. Germany is a country known so well for its white wines that it is often overlooked when in search of a good red wine, but times are changing as these wines are characteristically showing structure, distinctive fragrance, balanced fruit and vibrant acidity.

## Gold Medal Wine Store



**INSTANT Membership Rewards Pricing\***

Save 34% to 56% off Winery Retail Prices

| RUTZ   | Winery Retail Price      | Gold Medal Membership Rewards Pricing* |          |           |         |
|--|--------------------------|--|----------|-----------|---------|
|  |                          | 2+ btls.                               | 6+ btls. | 12+ btls. |         |
| 2018 Pinot Noir,<br>Russian River Valley, Sonoma | <del>\$35.00</del> /btl. | 2-Bottle Members:                      | \$23.00  | \$21.33   | \$20.50 |
|  |                          | 4-Bottle Members:                      | \$23.00  | \$20.50   | \$19.25 |
| 2018 Chardonnay,<br>Russian River Valley, Sonoma | <del>\$30.00</del> /btl. | 2-Bottle Members:                      | \$17.00  | \$15.33   | \$14.50 |
|  |                          | 4-Bottle Members:                      | \$17.00  | \$14.50   | \$13.25 |

\*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 Special-Offer Wines.