

GOLD MEDAL
WINE CLUB'S

Pinot Noir Press



v10i04



SCHUG WINERY

This masterful Schug Pinot Noir is Burgundian in nature, hails from the Carneros AVA and is the product of one of California's master winemakers.



Walter Schug's winemaking career and accomplishments have been well-documented since the early 1970's. The German-born wine guru began turning heads when he served as the Founding Winemaker of the legendary Joseph Phelps Vineyards, one of the greatest success stories of the last quarter of the 20th Century. While at Phelps, Schug made California's first proprietary Bordeaux-style blend (Insignia) and also the legendary vineyard designated Cabernet Sauvignons (Backus Vineyard and Eisele Vineyard).

Walter Schug started making Pinot Noir at Phelps but when the winery decided to end production of the varietal in 1979, Joseph Phelps allowed Schug to continue making his favorite wine under his own label. Schug continued as winemaker for Phelps for three more years until he made the decision to go it on his own.

It was then time for Walter Schug to set up his own winery. Schug and his wife Gertrud chose the cool, marine climate of the Carneros Appellation for their winery. Their mutual love of chardonnay and Pinot Noir led to this decision from which the Schugs never looked back.

Walter Schug was also responsible for making the first varietal syrah in the United States and also serving as a pioneer in the development of late

harvest dessert wines (Gewurtztraminer, Riesling and Scheurbe) that were so incredibly popular in his native Germany. But it was the most difficult Pinot Noir that Walter Schug found gave him the most satisfaction in producing.

Schug Winery began as a small 2,000-case operation and grew to its present level of some 30,000 cases per annum. The year 2003 served to mark Walter Schug's 50th harvest, a marvelous achievement that few California vintners can match.

Schug Winery's vineyards comprise some 50 acres southwest of the town of Sonoma. A cool, lingering morning fog from San Pablo Bay gradually burns off and is replaced by midday summertime winds that rush through the storied Petaluma Gap. This wind stress causes the skin of the Pinot Noir grapes to thicken and adds pepper and spice nuances to the wine. Schug's children, Alex and Claudia, are still active in the company. Axel handles sales and marketing and Claudia lives in Germany and imports Schug wines to Europe.

Unfortunately for the wine community, Walter Schug passed away in 2015, just after celebrating his 80th birthday. His legacy has been carried on by his children and his longtime friend and winemaker Michael Cox.

ABOUT THE WINEMAKER



Michael Cox is a Sonoma native that originally attended UCLA to study chemical engineering. During summers he worked in a wine cellar. It was there he developed his appreciation and passion for the art of winemaking. He then transferred to UC Davis and earned an enology degree in 1991. Cox had already begun working part time in the wine industry for two top wineries, Hacienda Wine Cellars and Dry Creek Vineyard, both bedrock wineries within Sonoma County. Upon completing his degree, he took a position as winemaker for DeMoor Winery, his first job as a working winemaker. Michael Cox brings a modern approach to his job and utilizes cutting edge technology to continue the winemaking traditions started by his remarkable predecessor.

SCHUG 2013 PINOT NOIR, CARNEROS

Fashioned in Burgundian style, this Pinot Noir offers a wide range of flavors and aromas. Within the wine, clonal diversity is achieved by blending several vineyard lots from the heralded Los Carneros American Viticultural Area that was established in 1983, the first wine region in California to be defined by its climactic characteristics rather than political boundaries. The end result is a complex wine with a rich bouquet of cherries, berries and hints of spicy new oak. Made with 100% Pinot Noir, the Schug 2013 Pinot Noir Carneros has flavors reminiscent of black cherry, currant and strawberry followed by a rich, spicy texture and a long silky finish.

Cases Produced: 827

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