

Pinot Noir Press



SCHUG CARNEROS ESTATE WINERY

Crafting award-winning, European-style wines from Sonoma County, Axel and Jennifer Schug are dedicated to preserving their father, Walter Schug's, rich winemaking legacy and passion for Pinot Noir.



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). He was also responsible for making the first varietal Syrah wine in the United States, and he served as a pioneer in the development of Late Harvest dessert wines (Gewurtztraminer, Riesling and Schuerbe) that were incredibly popular in his native Germany.

As winemaker at Phelps, Schug distinguished himself as one of the premier winemakers in the country, earning critical acclaim with just about every major wine varietal. He started making his own wine on the side starting in 1979, after Phelps decided to end their production of Pinot Noir (his favorite varietal). He knew Pinot Noir had great promise, even though at the time, it wasn't particularly easy to sell to American consumers. By 1983, Schug was ready to leave Phelps and

concentrate solely on his own wines, and Schug Winery became a reality.

Schug and his wife Gertrude chose the cool, marine climate of the Carneros appellation for their family winery. Their mutual love of Chardonnay and Pinot Noir led to this decision from which the Schugs never looked back. The pair of Burgundian varietals have remained at the forefront of Schug's wine portfolio, but he has since added small amounts of other varieties including Cabernet Sauvignon, Merlot, Sauvignon Blanc, Petit Verdot, and Cabernet Franc, all sourced from nearby vineyards in Sonoma Valley. The Schug Winery began as a small 2,000-case operation in 1983 and it has slowly grown to its present level of some 30,000 cases per year.

The year 2003 was one to note, marking Walter Schug's 50th harvest, which is a marvelous achievement that few California vintners can match.

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, Axel and Claudia, who manage the winery today, and German winemaker, Johannes Scheid. We are happy to share this world-renowned winery with our *Pinot Noir Wine Club* members. Enjoy!



JOHANNES SCHEID, WINEMAKER

Raised on a small family winery in the Mosel Valley of Germany, Johannes Scheid developed a passion for viticulture and winemaking early on. He learned the art of European winemaking first hand while at his family's winery and had the opportunity to travel to several of the world's top wine regions while growing up. Johannes went on to study Viticulture and Winemaking at Geisenheim University, which is Germany's premier college for the wine industry, and happens to be Walter Schug's alma mater as well. In fact, Johannes first met Walter Schug after

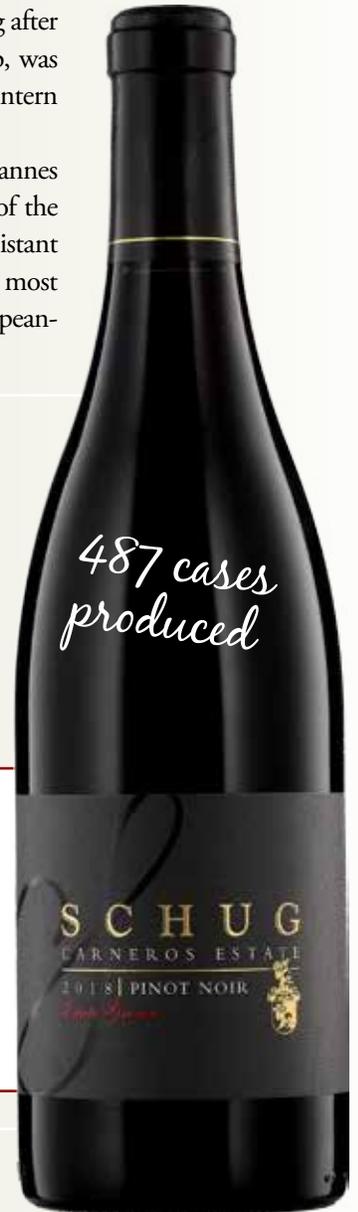
an annual presentation at Geisenheim, and after inquiring about the possibility of a harvest internship, was hired on the spot for a 2009 position at Schug. While in Sonoma that fall, Johannes met fellow Schug intern Jennifer, a California native who would later become his wife (they were married in the caves at Schug!).

After traveling back to Germany and then to New Zealand and Australia for various harvest jobs, Johannes settled in the Bay Area where he worked for two European wine importers to experience another side of the wine industry. He also served as Production Manager for Benziger. In 2016, Johannes became Schug's Assistant Winemaker, returning to the winery where his California winemaking career began and where he feels most connected. Now, as Head Winemaker, he is dedicated to preserving the legacy of terroir-driven and European-style Pinot Noir and Chardonnay at the world-class Schug Carneros Estate.

SCHUG 2018 ESTATE GROWN PINOT NOIR Carneros, Sonoma County

The Schug 2018 Estate Grown Pinot Noir is a blend of several Pinot clones grown on the Schug Estate vineyard that's nestled at the base of a high ridge on the windy western edge of the Sonoma-Carneros AVA. On the nose, a bouquet of roses, ripe cherries and meaty smokiness mingle together while the palate offers savory flavors of black cherry and plum with hints of tobacco and spicy new oak. Aged in oak. 100% Pinot Noir. Enjoy!

92 POINTS
– *The Tasting Panel*
90 POINTS
– *Wine Spectator*



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Winery Retail Price ~~\$38.00~~ 2+ btls. 6+ btls. 12+ btls.

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