



Garagiste SERIES

[gar-uh-zheest'] noun - A French term used to describe independent, artisan winemakers crafting small batches of wine in garage-type settings and not yet discovered by the mainstream.

Tru Win Co

Owner & Winemaker: Ronnie Hahn

Location: San Luis Obispo, CA

Founded in 2014 by Ronnie Hahn, Tru Win Co crafts limited amounts of Syrah, Grenache, and Mourvedre from notable cool-climate vineyards in San Luis Obispo, an intimate yet renowned wine-growing region on California's Central Coast. Ronnie's Tru Win Co wines showcase a European winemaking philosophy, and that paired with the unique characteristics of premium Central Coast grapes makes for some deliciously distinctive wines.

Born in Los Angeles, Ronnie's family moved to Exeter (a small farming community in the San Joaquin Valley) when he was seven years old, and thus began his deep respect for the land. His Grandfather Jack had purchased a ten acre walnut grove there and built three homes on the property in order to "get the grandchildren out of the big city." Although their property was more of a hobby farm, agriculture is a way of life in the little town, and Ronnie naturally embraced life on the farm. After high school, Ronnie worked on family and friends' farms while attending night classes at a local junior college, College of Sequoias. He also started waiting tables at a high profile Italian restaurant and this experience introduced him to a whole new approach to food, wine and fine dining. It was a pivotal moment for him and it solidified his future career path exploring the world of wine.



Ronnie went on to earn his degree from the College of Agriculture at Cal Poly, San Luis Obispo, tailoring his curriculum to complete course work in viticulture, fermentation, sales, and marketing. He continued his work in restaurants and eventually managed and consulted for several, before taking on a wine specialist role for the large wine and spirit distributor, Young's Market Company, in 1998. For several years, Ronnie worked with fine wines from around the world and it gave him the opportunity to travel and meet elite producers in the finest wine growing regions. This experience not only helped develop his palate, but it exposed him to different winemaking philosophies than those commonly found in California. In 2011, Ronnie began working for a winery supply company, Scott Laboratories, a position he still holds today.

Tru Win Co became a reality in 2014, focusing on Rhone-style varietals from San Luis Obispo. The inspiration behind the name comes from Ronnie's grandfather's affinity for the thoroughbred racing industry and the names he gave his most prized horses. The wines are made in extremely limited quantities and showcase the unique terroir in San Luis Obispo, one of the coolest growing regions on the Central Coast. We hope you enjoy this latest release from Tru Win Co, one of Ronnie's finest bottlings to date.

Tru Tu Ru 2016 Syrah

75 cases produced

San Luis Obispo, California

Tru Win Co's Tru Tu Ru 2016 Syrah comes from the Spanish Springs and Terra Bella vineyards in San Luis Obispo. Densley colored with purple hues, this wine offers effusive aromas of blueberry and lingonberry combined with mocha and roasted coffee bean. The lively attack on the palate starts with generous ripe fruit flavors that are followed by a juicy freshness that carries through to the finish. Aged in French oak. 100% Syrah. Enjoy now until 2026.

Gold Medal Wine Club Price: \$33.00 / bottle

To order, visit the Wine Store at GoldMedalWineClub.com or call 1-800-266-8888

*2 bottle minimum per wine, per order. Shipping and tax (if applicable) not included. Call for details.

