



## **About Kluge Estate Winery and Vineyard**

Kluge Estate Winery and Vineyard, located on the southeast slope of Carter's Mountain in Albemarle County, is tucked into the edge of the picturesque Blue Ridge Mountains, just outside of Charlottesville, Virginia. The 2,000-acre estate lies next to the birthplace of American viticulture, Thomas Jefferson's famed Monticello. This region is gaining recognition for producing serious wines and Kluge Estate is at the forefront. Combining meticulous winemaking practices with a genuine love of the land and support for the Virginia wine community, Kluge Estate is driving the region to fulfill its potential of creating world-class wines from the east coast of the United States.

### ***Discovering Kluge's Prime Vineyard Location***

A wine enthusiast with a passion for farming and nature, Patricia Kluge long desired to start her own winery. She believed that her land in Albemarle County, Virginia could be a prime location for a vineyard. After extensive research of the estate's soil and climate, she found her instincts were justified. The soil at Kluge Estate is similar to that of other great wine regions with its red clay, sandy-clay, limestone and gravel. Kluge Estate's location on the Carter's Mountain chain protects it from winds, rain and frost, and creates natural drainage and southeast orientation for maximum sun exposure of the vines, allowing for an ideal grape growing environment.

Excited by the prospect of sitting on a prime vineyard location, Patricia created a plan to achieve her dream of producing a great east coast wine. Her plan included investing in a state of the art winemaking facility and enlisting the knowledge and know-how of winemakers and consultants from the Virginia area and abroad to help identify the suitable varieties and winemaking techniques for Virginia's unique terroir. Famed wine consultant Michel Rolland saw Kluge Estate's promise and joined the "dream team."

Kluge Estate also benefited from the expertise of Gabriele Rausse, the renowned and pioneering Virginia winemaker, who is credited with reviving Thomas Jefferson's Monticello vines and has been consulting Virginia wineries for over the last 20 years. Rausse stated, "Kluge Estate Winery and Vineyard is poised to become the next great Virginia wine. The combination of their team, their

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winemaking methods, their dedication and, above all, their true love of wine, infuses their efforts with vigor, the result of which can be found in the glass.”

In 1999, Kluge Estate planted its first vines. The following year, Patricia invited her friend Robert Mondavi to visit the property. Upon seeing the unique terroir of her property and the surrounding area, Mondavi enthusiastically encouraged Patricia to continue pursuing her dream, which she did – full steam ahead.

Kluge Estate continued its quest to hire the most experienced and best-suited staff, by bringing onboard Charles Gendrot as the head winemaker. Born into a very well-respected oenological family in Bordeaux, Gendrot has consulted over a hundred different châteaux in the Bordeaux region, including Margaux, St. Estèphe and Pauillac. He believes in using the most sophisticated farming and winemaking methods to create wines of the highest possible standard, both in precision and quality. Gendrot describes his winemaking ideology as “using elite viticultural practices to reveal the true nature of Carter’s Mountain terroir.”

In 2007, Kluge Estate welcomed sparkling wine consultant Laurent Champs, owner and Champagne Master Vilmart & Cie, to the Kluge team. Champs works with Gendrot on pioneering the vineyard’s production of SP, a blanc de blancs sparkling wine, as well as SP Rosé.

### *The First Taste*

Three years after breaking ground, Kluge Estate Winery and Vineyard debuted with a limited edition of its Bordeaux-style **New World Red 2000**, of which only 298 bottles were made. This collector’s item was numbered and signed by Patricia Kluge and Gabriele Rausse and encased in a specially designed box by one of the world’s most famous wood craftsmen, Lord David Linley. In February 2003, Kluge Estate released its first full line of premium wines – **SP**, a classic sparkling wine made in the *méthode traditionnelle* style made from 100% Chardonnay; **Cru**, a 100% Chardonnay fortified wine aged in Jack Daniel’s® barrels; and the **New World Red 2001**, a top-of-the-line blend of the estate’s finest Cabernet Sauvignon, Merlot and Cabernet Franc.

### *Kluge’s Commitment to Excellence*

Kluge Estate is committed to producing wines of the highest quality, consistency and excellence. If a wine does not meet its high standards, it simply will not be released. For example, the harvest in 2003 was not as strong as Kluge Estate would have liked, so they did not make a New World Red that year, turning their focus towards the next vintage instead.

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Thus far, 220 acres of the 2,000-acre estate are actively producing grapes. Kluge Estate plans to slowly increase the acreage of wine producing vines, so as to grow the vineyard without ever compromising the quality. They will also continue experimenting to find the best clones, viticultural practices and winemaking techniques to express the terroir of Albemarle County, and specifically the Kluge Estate on Carter's Mountain.

### *Marking Virginia's Place in the Wine World*

Given Napa Valley's notoriety for fine wine production, many forget that 30 years ago, it was all but ignored by the wine community and consumers. When Robert Mondavi dared to dream of rolling vineyards in this underutilized countryside, he was dismissed by many. Yet he forged ahead and today Napa Valley wines are considered to be some of the best in the world.

It is with this pioneering spirit and conviction that Kluge Estate is determined to put Virginia, and specifically Albemarle County and Carter's Mountain, on the wine map as an area that is producing wines of unique, consistent and superior quality.