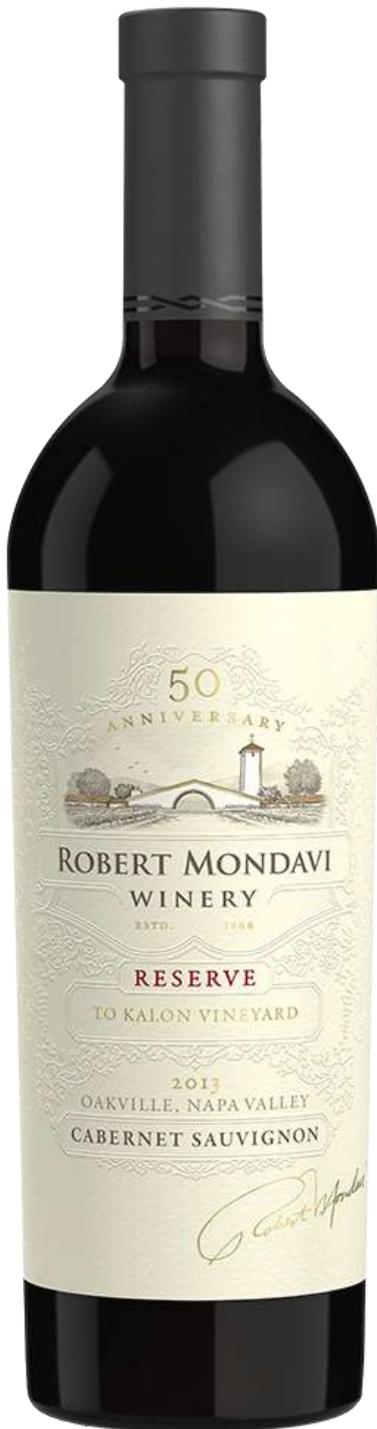


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Wir schreiben das Jahr 1965. Ein Jahr mit einem kleineren weinrelevanten Ereignis - der spätere Weinhändler Michael Grimm wird geboren. Und es ist das Jahr mit einem großen Ereignis, welches die Weinwelt veränderte und bis heute beeinflusst. Robert Mondavi trennt sich wegen vinologischer Meinungsverschiedenheiten von seinem Bruder Peter und verlässt die Charles Krug Winery im Napa Valley. 1966 kauft er Weinland im TO KALON, gründet die Robert Mondavi Winery und begründet mit seinen Visionen den modernen kalifornischen Weinbau.

“Walking through To Kalon, admiring its contours and vines, smelling the richness of its soil, I knew this was a very special place. It exuded an indefinable quality I could not describe, a feeling that was almost mystical.”

Robert Mondavi

To Kalon kommt aus dem Griechischen und bedeutet so viel wie „der/die Schönste“. Dieser Weinberg wurde bereits 1868 bepflanzt und zählt heute zu den weltweit besten Lagen. Ein echter Grand Cru. Und natürlich stammt der Cabernet Reserve Mondavi auch aus diesem Weinberg. Weitere Eigentümer sind darüber hinaus Andy Beckstoffer und Opus One.

Aber während Trauben, die der grape grower Andy Beckstoffer erzeugt, von wineries wie Schrader, Realm oder Paul Hobbs zu dichten, warmen Cabernet-Erlebnissen ausgebaut werden, hat die Mondavi-Oenologin Genevieve Janssens ein anderes Ziel vor Augen – Finesse und Eleganz wie man dies früher noch bei einem klassischen Bordeaux finden konnte. Die Lagen von Mondavi liegen im TO KALON „cheek to cheek“ neben denen von Beckstoffer. Power und Dichte zu erzeugen, wäre kein Thema. So aber hat der Reserve von Mondavi oft das Problem wie Lafite oder Petrus in Bordeaux. Neben den Barrique-parfümierten Power-

Bordeaux erscheinen diese „Spätentwickler“ oft leicht und filigran und werden in ihrer Jugend zu häufig unterschätzt. Wenn die Komplexität nach einiger Zeit der Reife in Erscheinung tritt, ist das „Dornröschen“ erwacht und verweist die anderen Weine in Blindproben häufig auf die Plätze. Es braucht halt etwas Geduld.

Aber nun hat Parker auch den jungen 2013er mit 95+ Punkten bewertet. Die höchste Bewertung seit dem großen 2007er Jahrgang. Es hat wohl damit zu tun, dass in einem so großen Jahr wie 2013 zur Finesse und Balance ganz natürlich auch Power und Dichte automatisch hinzukam. Sichern Sie sich einige Flaschen dieses Jubiläums-Mondavi-Cabs!



Genevieve Janssens: „...Intensity, muscle and concentration define our Reserve vineyard-designated wine from Napa Valley's grand cru site, To Kalon. A complex blend of fresh blackberry, wild berry compote, cassis, dark cocoa powder, forest floor, all-spice, and sweet vanilla, with balancing acidity, make this a perfect Anniversary wine.

88% Cabernet Sauvignon, 8% Cabernet Franc, 4% Petit Verdot

Vineyard Notes

This is the third vintage of our To

Kalon Vineyard-designated Reserve. When Robert Mondavi chose the To Kalon Vineyard in west Oakville as the home for his new winery in 1966 he remarked that, "It was a vineyard with a distinguished history and a magical nature. Ideal soils, sunlight, and rain—to my eye, the vineyard was a treasure." Those sentiments were re-confirmed when the To Kalon Vineyard was named the Vineyard of the Year by the California State Farm Bureau in 2011. Our Cabernet Sauvignon Reserve is blended from the finest blocks within To Kalon.

Another record harvest, 2013 saw consistently beautiful weather leading to optimal ripeness in what is being called an 'epic' year. There was almost no rainfall from January through March, bringing an earlier than usual budbreak. April provided a few small rainstorms to quench the vines, and warm weather followed. With just one heat spike in late June and early July, the growing season provided weather for optimal flavor development in the grapes resulting in an early and healthy harvest. Our Reserve Cabernet Sauvignon grapes for this wine were harvested between September 11th and October 5th.

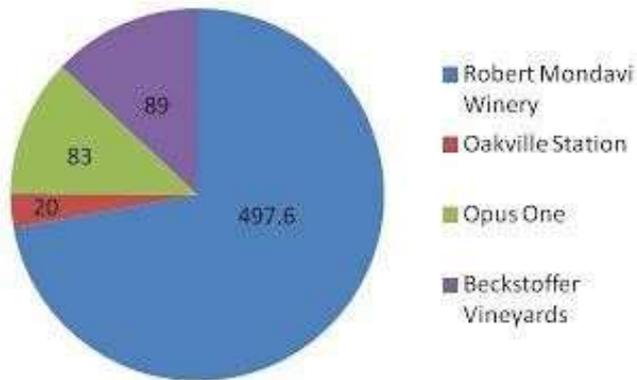
Winemaker Notes

The grapes were hand-harvested with three stages of strict sorting: first, on the vine, then by individual clusters, and then again by single berry following de-stemming. The selected grapes went directly into traditional French oak tanks for cold soak, fermentation and extended maceration – a total of 34 days of wine to skin contact – maximizing the extraction of varietal character and complexity while keeping the tannins round and supple. The new wine was drained and gently pressed into 100% new French-oak barrels for malolactic fermentation, assuring seamless integration of fruit and oak. The final blend was assembled through repeated tasting trials over twenty-one months of barrel aging. The wine was bottled in August of 2015.“

Robert Parker (95+): „...The 2013 Cabernet Sauvignon Reserve from the To Kalon Vineyard celebrates the 50th anniversary of the great Robert Mondavi and his extraordinary vision to create something special in the heart of Napa Valley. A beautifully polished wine, with a dense ruby/purple color, it is still tightly knit and showing high-quality oak. The wine is full-bodied and rich, with outstanding depth, ripeness and purity. There is plenty of backbone and tannin for 25-30 years of cellaring. The wine shows notes of chocolate and plenty of blackcurrant fruit and blackberry. This is a beauty and certainly a great reserve and worthy homage to the legendary Robert Mondavi. Give it another 2-4 years of cellaring, and drink it over the following 30 years.“

Art	Jahr	Wein	Weingut	Einh	Listenpreis EUR/FI. brutto	Vorzugspreis EUR/FI. brutto
3616	1998	Cabernet Sauvignon Reserve	Robert Mondavi Winery	0,75	98,00	94,00
5365	2008	Cabernet Sauvignon Reserve	Robert Mondavi Winery	0,75	139,00	109,90
2646	2010	Cabernet Sauvignon Reserve	Robert Mondavi Winery	0,75	117,00	98,00
		ab dem Jg 2011 wird der Weinberg To Kalon auf dem Etikett erwähnt				
7966	2012	Cabernet Sauvignon To Kalon Reserve	Robert Mondavi Winery	0,75	135,00	119,90
6350	2013	Cabernet Sauvignon To Kalon Reserve	Robert Mondavi Winery	0,75	129,00	98,90
		Lieferung im Dezember 2016				

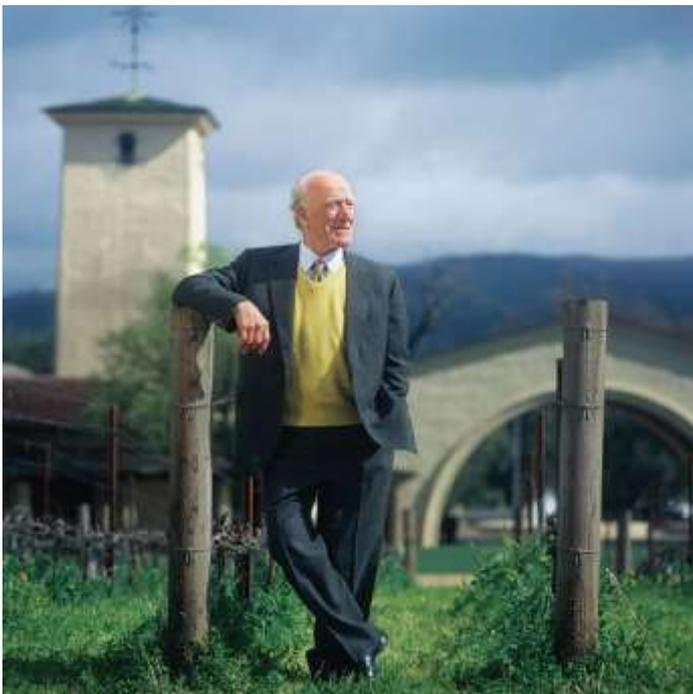
To Kalon Acreage Distribution



Die Bruttopreise verstehen pro Flasche und inkl. Mehrwertsteuer. Das Angebot ist freibleibend. Zwischenverkauf vorbehalten. Es gelten die üblichen Zahlungs- und Lieferbedingungen laut Homepage.

Mit freundlichen Grüßen
Ihr
Michael Grimm

The Enduring Legacy of Robert Mondavi



Fifty years ago in Napa Valley he risked everything and revolutionized the role of wine in American culture

James Laube

Issue: July 31, 2016

"...Michael Mondavi remembers the sense of urgency in his father's voice. Robert Mondavi had phoned his son to ask if he could come home from college a few days early before Thanksgiving break. The year was 1965.

When Michael arrived at the family residence in the small Napa Valley town of St. Helena, Robert delivered the news: "We're not going back to Krug."

He went on to tell his elder son that he'd been ousted from his position at the nearby Charles Krug Winery, where he had sold and promoted the wines for 23

years. Neither of them had a future there, Robert explained, this after decades of working for his family's winery and thinking their future secure.

Robert then outlined his thoughts about the course ahead. He and Michael were going to start over, from scratch, and build their own winery, even though Robert was 53 and didn't have a job or significant savings. "We got one of those big yellow legal pads, and for the next few days we wrote down everything we needed to get started," says Michael, now 73, who today runs his own company in Napa, Folio Fine Wine Partners.

Soon, they had a rough outline for what would become Robert Mondavi Winery. Over the next few months, the pieces began to fall into place. But there were many needs and plenty of wants. The execution of Mondavi's plan was daunting-especially securing the needed capital, some \$250,000. Mondavi raised the money from friends he knew in the valley, some of whom were grapegrowers, including Bill and Ina Hart, Fred Holmes and Ivan Schoch. There was heavy lifting ahead, yet Mondavi and Michael were energized, with an increasing clarity that they were on to something.



Fifty years ago this summer, Mondavi built his dream winery on Route 29 in the hamlet of Oakville, Calif., an act that would forever transform what has since become America's most famous winegrowing region.

"To his everlasting credit he changed the way we perceived wine," says Warren Winiarski, who oversaw winemaking at Mondavi that first vintage and later founded Stag's Leap Wine Cellars. "He created a new image [for wine], which he wanted to illuminate. He changed wine from being a commodity to an aesthetic experience. It was a new day."

Over the ensuing decades, Mondavi would help fundamentally alter the way Americans think about California and Napa Valley wine. Above all, he extolled wine as a beverage of moderation whose aesthetics are intrinsic to a greater cultural expression that encompasses fine art, music and, most important, cuisine. Along the way, he formed important international relationships that would raise the stature of American wine throughout the world.

He wrote a mission statement that he repeated far and wide: "Wine has been with us since the beginning of civilization. It is the temperate, civilized, sacred, romantic, mealtime beverage recommended in the Bible. Wine has been praised for centuries by statesmen, philosophers, poets and scholars. Wine in moderation is an integral part of our culture, heritage and gracious way of life."

For a time Mondavi's ambition seemed boundless. Yet he moved so fast in so many directions that his company struggled to keep pace. As his winery grew from upstart to the capital of a global empire, the costs of doing business mounted. After he took the company public in 1993, the challenges of meeting Wall Street's relentless demands on the bottom line took their toll. In the end, the Mondavis became wealthy beyond their imaginations, but at the cost of losing the very winery they had worked to establish.

"Bob first and foremost was a marketer. He was a born salesman, with a salesman's personality that you always put your best foot forward," says Ric Forman, who owns a namesake winery in Napa and who worked for Mondavi in 1968. At Stanford University, Mondavi studied business, sales and marketing. "You can get overzealous with what you want to sell, but I think Bob realized that these guys from Europe were getting all the attention, and he decided to go after the glory of Europe," Forman adds.

"My dad realized that if we were ever to succeed and earn the respect of the world's best producers, we had to first elevate California wines, then Napa wines and then our wines," adds Robert's younger son, Tim Mondavi, 65.

Mondavi created a winemaking team unlike any other in California at the time, Forman explains: "He surrounded himself with capable people; he utilized innovation. He was willing to do whatever it took to prove we had the soil and climate to compete. He was the spark that made it go."

Mondavi turned to younger minds attuned to the cutting edge of winemaking technology. He hired viticulturists, chemists and winemakers to find incremental ways to improve quality. Some, like Winiarski, were self-taught, but many were alumni of the state's leading winemaking institution, the University of California, Davis, in the Sacramento Valley, and Fresno State University in the San Joaquin Valley. He left little to chance. If he saw a way to improve winemaking quality even in the slightest, he was interested.

Mondavi's energy and enthusiasm were contagious. "Bob was the most amazing optimist I ever met," recalls Robin Lail. Lail, daughter of Inglenook owner John Daniel Jr., worked for Mondavi as his assistant before starting her own wineries, first Dominus in 1982 (in partnership with Bordeaux vintner Christian



Moueix; she sold her share to him in 1995), and then Lail Vineyards. "[Mondavi's] influences on the valley were lifelong."

In the 1960s, Napa's renaissance began-with Mondavi the catalytic dynamo. The Napa Valley Vintners association grew from seven members in the 1940s to 36 by 1981 and the debut of Auction Napa Valley. Today it has more than 525 members.

Early on, the NVV set the foundation for vintner unity-sharing information, helping preserve Napa Valley for grapegrowing, shaping industry issues and promoting hospitality, education and marketing. Mondavi was a pivotal leader throughout.

Winemaking improved and new wineries multiplied, with dozens of brands emerging. For most, Mondavi's example was the inspiration to stake a claim in Napa Valley, to buy some land, plant a vineyard or start a new label. His belief that anyone could succeed was infectious. Wine is a romantic business, as well as a seductive lifestyle. Mondavi was responsible for engaging many, instilling faith in this new chapter of the American Dream.

Bild links: Robert Mondavi & Michael Grimm 1993 im Vineyard room, Robert Mondavi Winery

Robert Gerald Mondavi was born in the northern Minnesota town of Virginia, in the iron-rich Mesabi Range, in 1913. His parents, Rosa and Cesare Mondavi, were immigrants from Italy's Marche region who settled in Hibbing, Minn., eventually moving to the Central Valley winegrowing town of Lodi, Calif., during Prohibition. There, Cesare bought grapes and shipped them east to home winemakers. In 1943, the family purchased the historic Charles Krug Winery. Robert's younger brother, Peter, made the wines; Robert sold them.

In 1965, a family feud led to Robert's dismissal from Krug, with Rosa and Peter taking charge of the winery. (Cesare had died in 1959.) The points of conflict concerned Robert's business expenditures, including a fur coat he'd bought for his wife in anticipation of a Kennedy White House dinner that never happened.

Through the mid-1960s, Napa Valley had remained a bucolic backwater, a patchwork of prune orchards, vegetable farms, cattle ranches, forest and some vineyards. Most people in the San Francisco Bay Area knew of its wines, but Napa State Hospital, a psychiatric facility, was a more prominent landmark.

The construction of Robert Mondavi Winery was the first from scratch in the valley in 60 years. At times it seemed as much a folly as a roadmap to the future. But you could feel the energy, Winiarski says. There was a sense that something special was happening, that the valley had the same spirit that was captivating most of America in the 1960s as the economy boomed and the frontiers of exploration reached to the moon. Change was in the air.

Of course there were skeptics. The path had been rocky for Napa Valley wine, with other forms of agriculture taking precedence after wine's initial boom in the 19th century. By the turn of the 20th century, the vine louse phylloxera had wiped out almost all the vineyards. Later, Prohibition had shuttered most of the remaining wineries. Repeal, coming in 1933 amid the Great Depression, did little to revive Napa's wine culture. Cellars were dirty, left unattended for years. Sweet wines, produced for sacramental purposes, hid defects in quality. So in 1966, many Napa denizens were a bit puzzled by the Mondavi startup. The wine industry there had been dormant for so long.

But others took a cue from Mondavi. Charlie Wagner, a Rutherford, Calif., native whose family had grown grapes since before Prohibition, was one who noticed. He sold grapes from his midvalley vineyard, known as Rancho Caymus, wherever he could. Everyone knew Wagner made good homemade wine, and he wondered if he could make a go of it commercially.

One day in the early 1970s, Wagner surprised his son Chuck by saying he wanted to start a winery. "We started building Caymus," says Chuck, now 63, "but no one talked about it. All I could think about was being embarrassed should we start the winery, then go broke. I would not dare tell [my friends] that we were starting a winery, fearing they would ridicule me for trying to compete with the big guys—a kind of 'Who do you think you are?'"



And Chuck was not sure what to make of Mondavi. "I felt that he was a grandstander. But now I realize he was as nervous as the rest of us and just wanted to make it." When Caymus opened for business with the 1972 vintage, it was part of a group of a dozen new wineries in Napa Valley, including Diamond Creek, Chateau Montelena and Winiarski's Stag's Leap Wine Cellars.

The 1966 harvest came in later than normal, a good thing, as it turned out. Had it arrived earlier, there would have been a frantic scramble to find space at the new Robert Mondavi Winery to accommodate the gondolas of grapes.

As it was, the facility was still a makeshift operation when the first grapes came in. It had a concrete floor, and walls and tanks, but no roof. Workers clambered to fill out the skeleton with shiny stainless-steel tanks and French oak barrels to handle the fermenting wine. Both vessels were new to the valley.

The '66 vintage slipped into a pack of harvests that would begin to redefine Napa Valley; vintages such as 1968, 1970, 1974 and 1978 were all pivotal in establishing the region's modern credentials, especially at a time when the quality of Bordeaux vintages was lackluster. And though historic wineries such as Beaulieu and Inglenook had already earned Napa Cabernet a place of respect among serious wine lovers, the varietal needed company. Whites such as Chenin Blanc and Riesling, often slightly sweet and served well-chilled, were popular. But Napa wine still needed a bigger stage and a better supporting cast.

In 1962, Mondavi had begun annual trips to the great wine regions of Europe, beginning in France, then also in Italy; anywhere great wines were made, he ventured. "My dad knew California had the soil and the climate to make wines that could compete with those from Europe," Michael recalls. Mondavi desired to understand in as much detail as he could how European vintners grew and made their wine.

But he didn't have much time; Mondavi Winery needed to make wine and sell it as quickly as possible. Cash flow was imperative. Mondavi used whatever means he could, including help from his brother, who permitted him to age his wines at Krug. Krug also kept Mondavi on the payroll. (It would take another decade and a prolonged legal battle to settle the financial wreck caused by the Mondavi breakup at Krug.)

Mondavi wanted Michael to be his winemaker, but the son had duty in the National Guard. Winiarski, an arrival to the valley just two years earlier, stepped in. An academic from the University of Chicago, he had no formal training in enology, but he and his family had arrived in Napa to work the land and make wine. Winiarski recalls the wineries of the era and how they contrasted with Mondavi's new temple. The old cellars were dark, stark, damp environs, with so little light you could barely see. Mondavi brightened everyone's spirit by creating a new winery environment with modern equipment.

But it was creating an American wine culture that would be Mondavi's main challenge—and where he applied his sales and marketing acumen to the hilt. "My dad wanted to be closer to the consumer," Tim says. That meant time on the road, pouring wine and dining in restaurants, talking with people. Mondavi believed education held the key to improving both California wine's quality and its image. American soldiers during



at the winery, where the world's preeminent cooks prepared food-and-wine pairing lunches and dinners on a rotating basis. In that same vein, the Mondavi winery hosted art exhibits and summer concert series beginning in the 1970s.

The valley and later the whole state took a new approach to wine tourism, and visitors to Napa were impressed by the way they were treated and how much they learned. The quality of hotels and restaurants rose with the tide.

A key turning point came with Mondavi's friendship with the most prominent French vintner of the era, Baron Philippe de Rothschild of Bordeaux's Château Mouton-Rothschild, in the 1970s. The relationship would eventually lead to the creation of the first Franco-Californian joint wine venture, Opus One.

One of the things the baron admired about Mondavi was his inquisitiveness and determination to improve, and he was eager to join forces and share the stage with Mondavi. Their high-profile Opus One Cabernet Sauvignon was made in Napa Valley using Mondavi-owned vineyards next to the Oakville winery.

"The idea was to take our different cultures and traditions, along with the best materials and know-how from Bordeaux and California, to create a wine with its own style, character and breeding," Mondavi said in 1979 of his partnership with Rothschild.

It was a momentous union. Production was so small in 1979 that in a stroke of marketing genius and bravado, they released two vintages, 1979 and 1980, at the same time, at the then-unheard-of price of \$50 a bottle. The two men toured the United States pouring their 1970s vintages of Robert Mondavi and Mouton-Rothschild alongside the new Opus Ones.

Following the success of Opus One, Mondavi formed alliances in Italy, Chile and Australia, and throughout California. But none drew the same acclaim as the partnership with Rothschild, and all were part of the expansion that would eventually stretch Mondavi and his staff too far. Years later the juxtaposition of the Robert Mondavi and Opus One wineries across the highway from each other still raised the question of which property was the flagship.

Mondavi's expansions in California made it increasingly difficult for the winery to promote and differentiate its growing cast of brands. The Robert Mondavi Napa Valley brand became diluted by the Robert Mondavi Private Reserve California Cabernet, a good wine but easily confused with Mondavi's Napa Valley Reserve Cabernet. Woodbridge by Robert Mondavi appealed to value drinkers and generated cash, allowing the Mondavis to keep pace with the competition, but it too thinned the family's branding.

Another problem Mondavi encountered was paying for all the advances. "Bob was always looking for the next loan," said Mondavi's onetime public relations director and confidant, Harvey Posert, now deceased. "He liked to eat out and travel and spend money," which proved problematic for the company budget.

In 1993, the wind fell out of Mondavi's sails as the company's global scope and expenses prompted the Mondavis to turn to public financing through the stock market. Soon thereafter, production was ramped up to increase sales and boost quarterly earnings forecasts. In the end, it proved to be the death knell for the family's control of the winery, though it made them very wealthy in the process. In 2004, Robert Mondavi Corp. was sold to its present owner, Constellation Brands, another corporate entity, for more than \$1 billion,

World War II had gotten a taste of European wine culture and brought it back home with them, but in the mid-1960s, 80 percent of wine consumed in the United States remained sweet and fortified. Still, Mondavi saw that gradually Americans were becoming more accepting of wine at the table and as part of their lifestyle. And he was a tireless promoter.

Critical to the endeavor was the creation of a friendly atmosphere at the winery, making it not only a production facility but also a place where visitors could tour, learn about how wine is made and sample the different varietals. Mondavi also introduced a "great chefs" program

with core family members realizing in the neighborhood of \$100 million each from the transaction. Robert, 91 at the time of the sale, died in 2008.

There are those who think Mondavi was too generous with his time and ideas and that his openness and willingness to share with others made the competition stiffer. They point to the 1990s and the rise of the so-called cult wineries, small producers whose high quality, high-priced wines cut into Mondavi's image and prestige.

Lail disagrees. "Bob never feared competition," she says. "When we would go to lunch, there would be five bottles of wine on the table [made by] people who were our peers, so he could stay up to speed with their progress. He would always say something very, very positive about the wines. He also saw a need for Napa Valley pricing to be elevated, and the only way for that to happen was for the wines to be better."

True to his commitment to elevating Napa Valley, Mondavi stood up for winemakers of all walks. During a meeting of past presidents of the Napa Valley Vintners in 1997, the topic was raised as to what constituted membership in the NVV. There was the landed majority, recalls vintner John Skupny, those who believed membership should only comprise the bricks-and-mortar wineries-vintners who owned buildings or vineyards or both.

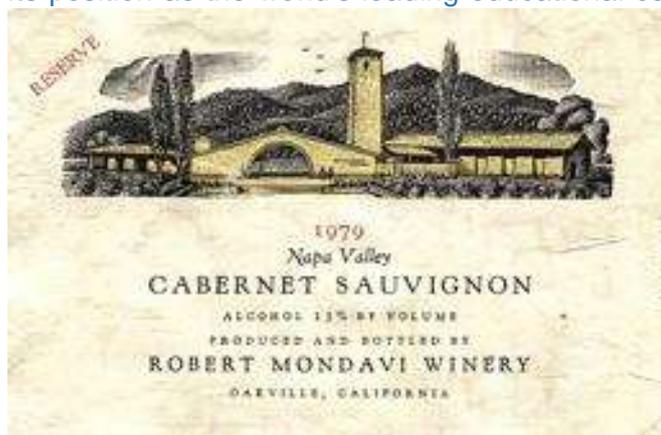
But the many new and restrictive planning rules had caused the price of entry into the wine business to grow exponentially. Skupny, who had worked in Napa for two decades as a sales and marketing specialist, was seated next to Mondavi at the meeting and was nervous, as he was about to start his own small label, Lang & Reed, without a vineyard or a winery.

"When it came to Bob's turn, he stood up abruptly, raised both his hands and emphatically admonished those who had spoken before," Skupny recalls.

"The future will be different from the past; we cannot stop that,' Mondavi declared. 'If we do not keep an open mind, we will alienate the next generation of thinkers and winemakers. Who will do the research to make better wine? Who will provide creativity and new ideas? No, we cannot be exclusive; we must remain inclusive.' He then sat down as quickly as he'd stood up, and it was my turn to answer the question. All I could say was, 'How could you not agree with Bob Mondavi?'"

In 2001, Mondavi donated \$25 million to UC, Davis, to pay the school back for all it did for California wine, which led to the establishment of the Robert Mondavi Institute for Wine and Food Science. Mondavi allocated another \$25 million for the creation of the American Center for Wine, Food & the Arts, which became known as Copia. Although Copia failed to thrive, and shut down in 2008, it helped spur the redevelopment of downtown Napa.

"California wines are equal to the world's best in quality, diversity and excitement," Mondavi said upon establishing the namesake institute at Davis. "We are now leading the way with new facilities that ensure its position as the world's leading educational center for viticulture, enology and food science." Today its students matriculate at the cutting edge of winemaking technology, and its graduates are found in wine cellars around the globe.



Most people who came to Napa to make wine did so at least in part because of the influence and encouragement of Mondavi. Yet his most enduring legacy may be the vision that helped birth a modern American wine culture. In the second decade of the 21st century it seems woven into our DNA, but the fact that a growing number of Americans think it's natural to include a bottle of wine at the dinner table can be traced to the vision and efforts of Robert Mondavi.