

Editors' CHOICE

Charles Krug: A Revolution 150 Years in the Making

FOUNDED ON A LEGACY OF REVOLUTION AND INNOVATION, THE Charles Krug Winery is in the midst of a Renaissance that is breathing new life into the winery that started it all in the Napa Valley. Under the stewardship of the Peter Mondavi Family, the winery continues to embrace change and is unwavering in its commitment to produce exceptional Cabernet Sauvignon and Bordeaux-style wines. As a result, Charles Krug wines have recently garnered Robert Parker scores of 92 and 95 points, as well as acclaim in publications including *The New York Times*, *Wine & Spirits*, and *GQ*.



The entrepreneurial spirit of its founder appears alive and well at this iconic winery. Charles Krug, a Prussian revolutionary who was jailed in Germany while fighting for Prussian independence and later freed in a subsequent uprising, moved to America and established the first winery in the Napa Valley. After his death in 1892, James Moffitt held the winery in proprietorship through Prohibition. In 1943, Italian immigrants Cesare and Rosa Mondavi purchased the winery and began a legacy that would lead to the Mondavi family name becoming synonymous with American wine. In 1966, Cesare's son Peter became President and continued to build on his father's legacy. Peter continues to work at the winery every day at 97 years young.



His sons, Marc and Peter Jr., have assumed major roles in the family's wine business and are responsible for the day-to-day operations.

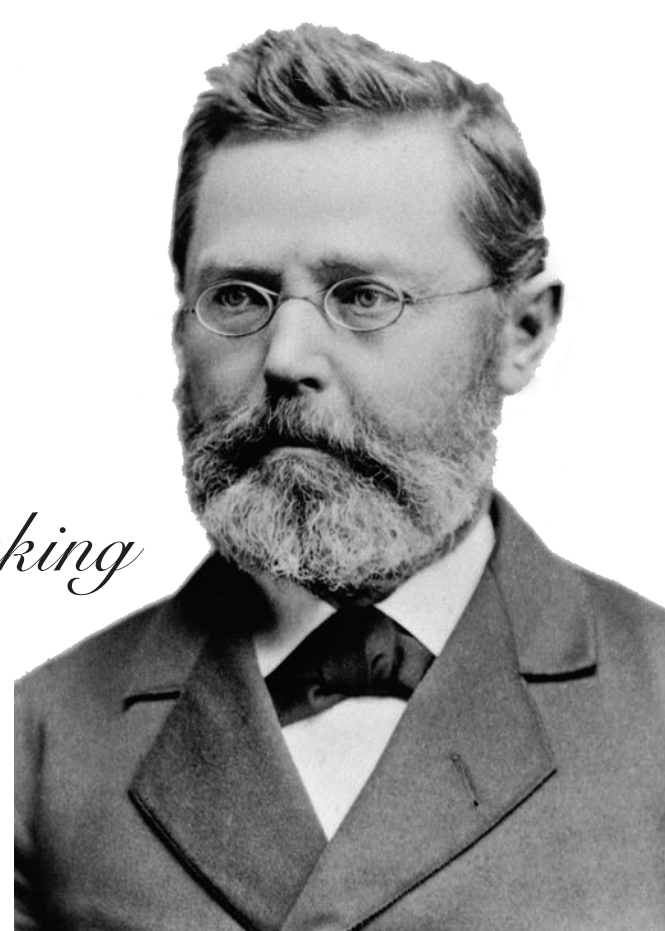
In 1999, the family embarked on a nine-year, \$25.6-million investment program to replant all of their vineyards in order to

improve wine quality. Sustainable farming methods are now employed in the vineyards and state-of-the-art winemaking equipment is in place at the winery. They have renovated the property's stunning Carriage House, which was originally completed in 1881. It is now completely restored to its former glory and is a beautiful venue for special events. In fact, it is the site of many weddings, as one of only a few wineries in the Napa Valley allowed to host weddings. An even more ambitious project is just getting underway – the restoration of the historic redwood cellar



building – the original winery built by Charles Krug himself and now listed on the registry of historic buildings. It will house the winery's new tasting room and hospitality center and be a more befitting facility for the first winery in the Napa Valley.

With these projects and more underway, the winery's commitment to being world-class as a winery and as a destination is clear. A sharper focus on Cabernet Sauvignon and Bordeaux-style wines, a new winemaker, ever-improving scores and reviews, and significant investments at the winery and in the vineyard all point toward a very bright future for this Napa Valley pioneer. ●



Charles Krug (above); Charles Krug Carriage House (top left); Peter Mondavi Jr., Peter Mondavi Sr., and Marc Mondavi in the Redwood Cellar (below); Family Reserve Napa Valley Generations wine (bottom left)