

**NEWS RELEASE
FOR IMMEDIATE RELEASE**

Contact:
Crista Johnson
Schug Carneros Estate Winery
(707)939-9363 x216
crista@schugwinery.com

Claudia Schug relocates to the U.S. to continue father Walter Schug's Legacy

The Schug family is pleased to announce that Claudia Schug, winery co-owner and daughter of founder Walter, is permanently relocating to Sonoma to expand her role in the family owned and operated winery.

(Sonoma, CA, September 27, 2017) – The Schug Family is pleased to announce that winery co-owner Claudia Schug has relocated to the U.S. from Europe. Claudia will be a familiar face at the winery in a newly expanded capacity which will include the management of export sales, marketing and DTC/hospitality. She is permanently relocating to the town of Sonoma after spending the last 29 years in Germany where she ran her own wine import and distribution company before she transitioned to consulting and managing the European export market for the winery. “I am excited to join my brother at the winery to be a part of the fantastic team on a daily basis. I look forward to increasing brand awareness across the globe as well as continuing to maintain our European style and spirit” said Schug. This transition means she will no longer act as California Wine Institute’s German representative, a position she has held for the past 6 years.

Claudia has a BA in Economics from Stanford University and attained the WSET Diploma in Wine & Spirits in 2009. She immediately entered the prestigious Master of Wine program, passing the notoriously difficult Theory Exam on first attempt. Through the rigorous program she has been able to gain knowledge of all aspects of the wine industry, taste a broad spectrum of international as well as classic wines and, at the same time, expand her global network.

Axel Schug, Managing Partner at Schug Winery, is excited to welcome his sister to Sonoma to work side by side at the Carneros based winery. “I look forward to having our business grow thanks to my sister’s international perspective, her enthusiasm as well as her natural ability to connect with almost anyone. She has arrived just in time to help us introduce the Estate wine program and expand our visitor center” he said about her recent arrival from Germany.

About Schug Carneros Estate

Schug Winery was founded in 1980 by Walter Schug, the founding winemaker for Joseph Phelps Vineyards in St Helena. Drawing on his extensive experience in the production of fine wines in both Europe and California, Walter, along with his wife Gertrud, established his own winery in the cool marine climate of the Carneros Appellation. For

35 years Walter focused on the Pinot Noir and Chardonnay varietals that had always been close to his heart. Today, the winery is owned and operated by Walter and Gertrud's children Axel, Claudia and Andrea. Walter's legacy is carried on today by his children and longtime winemaker Michael Cox.

Beyond its 42-acre estate vineyards, the winery sources grapes from many of Sonoma County's premier wine grape growers. Schug wines are available direct from the winery, across the United States, and in over a dozen countries worldwide. Surrounded by estate vineyards, Schug Carneros Estate Winery lies sheltered on a hillside five miles south of the historic city of Sonoma. The winery boasts sweeping views of the Carneros Region & Sonoma Valley, and is located just north of the San Francisco Bay.

For more information, please visit www.schugwinery.com.

###