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**WINEMAKER MICHAEL COX MARKS 25<sup>TH</sup> HARVEST  
IN CALIFORNIA AT SCHUG CARNEROS ESTATE WINERY**

*Family-owned winery in Sonoma County's Carneros Appellation  
marks milestone with exclusive winemaker seminars at Holiday in Carneros*

**(Sonoma, CA, November 7, 2012)**—2012 marks the 25<sup>th</sup> year that winemaker Michael “Mike” Cox has worked crush in California. To commemorate this occasion, Schug is hosting winemaker seminars for consumers during their annual Holiday in Carneros event this month. Mike joined the winery in 1995 after working in both the Dry Creek and Napa Valleys and has spent 18 years as winemaker at Schug Carneros Estate. Prior to that he worked at Hacienda Wine Cellars in Sonoma Valley while working towards his degree in Enology. In 2012 Mike was named ‘Winemaker of the Fair’ at the North of the Gate Wine Competition.

It is rare for a winery to have the same winemaker for such a long duration and Schug is proud to start their second generation with a winemaker who is more like family than an employee. According to Mike, the most valuable lesson learned in all his years working side by side with Walter Schug has been “Patience, and letting Mother Nature work for you. The simple fact is that you just need to remain steady and focused, and not overreact.”

At Schug, Mike manages all vineyard resources and grower relations which he has built and grown for the last 18 years. This leads to consistency in the wines, a hallmark of Schug Carneros Estate Winery.

Born and raised in the city of Sonoma, Mike has always been fascinated by wine and the Sonoma Valley itself. After only a single year at UCLA studying chemical engineering, Mike decided to shift gears and pursue a career in the wine industry. Having spent the summer working in vineyards and deep in the cellar, he made the move to UC Davis to pursue his degree in winemaking. Being able to live and work in the region that he had

grown up in was the driving factor in deciding his career. With a passion for science and a love of nature and the outdoors, Mike knew he had found his calling.

Since the beginning, Mike has worked in every nook and cranny of the cellar and has learned every job there. While his favorite task is sampling and assessing wine barrel by barrel, Mike's real strength is in the logistics of winemaking. "Keeping all the pieces moving through the winery, from grape to bottle, is an amazingly complex process. The fact that we can do so much at Schug with so little is a point of pride," explains Mike. Today, with a strong crew by his side he spends most of his days thinking about the strategic future of the winery and vineyards, working on blends and getting out on the road to spread the Schug Carneros Estate Gospel.

### **About Michael Cox**

In 1995, Sonoma-born winemaker Michael "Mike" Cox came to Schug as Assistant Winemaker. Trained in Enology at UC Davis, Mike was promoted to Winemaker following that first vintage and placed in charge of day-to-day winemaking activities, a position he continues to hold. He currently resides in Sonoma with his wife and two children and spends his free time cycling the mountains and valleys of Sonoma County.

### **About Schug Carneros Estate**

Walter Schug, former winemaker for Joseph Phelps Vineyards, began his own label in 1980 to pursue his love of Pinot Noir. 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. Here he could focus on the Pinot Noir and Chardonnay varietals that had always been close to his heart. Today, Walter Schug holds the title of Winemaker Emeritus and uses his experience of more than half a century of harvests to provide guidance to the team.

In addition to Pinot Noir and Chardonnay, Schug Carneros Estate produces Cabernet Sauvignon, Merlot and Sauvignon Blanc. Beyond its 42-acre estate vineyards, the winery sources grapes from many of Sonoma County's premier winegrape 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](http://www.schugwinery.com).

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