

**NEWS RELEASE  
FOR IMMEDIATE RELEASE**

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**Celebrate Oktoberfest German wine country style at Schug Carneros Estate Winery.**

Celebrating another bountiful Sonoma County harvest and paying homage our German roots.

**(Sonoma, CA, August 28, 2013)** Come to Sonoma on October 5<sup>th</sup> and celebrate Oktoberfest at Schug Winery. Every year at the winery we celebrate harvest and pay tribute to our German Roots by celebrating Oktoberfest. The festivities are from Noon-4pm and will be held in our new outdoor tasting courtyard. Enjoy authentic German Polka music played in costume by Nada Lewis.

Spend a fall afternoon at the winery and experience wine country German style. We will be serving current release wines for your enjoyment. Choose from Sauvignon Blanc, Chardonnay, Pinot Noir or Cabernet Sauvignon. Don't miss a rare chance to taste one of the most German of traditions, Federweisser.

We are proud to partner with Olive & Vine Catering of Glen Ellen to create a uniquely German menu for the festivities. Savor tastes of grilled lamb sausage with dried fruit compote, grilled bockwurst with whole grain mustard and baked potato salad. Don't miss the German special of the day (and Schug family favorite) Zwiebelkuchen (traditional German onion tart) served with green salad and red cabbage salad. Finish the day with a taste of our Late Harvest Riesling paired with Almond Toffee Apple Cake dessert.

Many years ago, when SCHUG was in its early years, Walter and Gertrud Schug began celebrating the end of their harvests in the manner of their family tradition. SCHUG is one of the only wineries in America that continues to offer this unique celebration. Managing Director Axel Schug says "As a first-generation American, Oktoberfest is a great opportunity for me to share the Schug family's German heritage. While our winemaking style reflects our home here in Sonoma rather than Germany, there are some fun aspects of the traditional German harvest celebration that we enjoy at this time of year. Particularly the 'Federweisser', which is a unique partially-fermented effervescent wine that can only be served during the harvest."

Purchase your ticket online at [www.schugwinery.com](http://www.schugwinery.com). Tickets are \$35 per person, \$20 for club members and \$10 for kids 10 and under.

**About Schug Carneros Estate**

Founded in 1980, Schug Carneros Estate Winery is the showcase and life-long dream of one of California's most celebrated winemakers, Walter Schug. Drawing on his experience in the production of fine wines in Germany and as founding Winemaker for Joseph Phelps in California, Walter and his wife Gertrud established the winery to focus on Pinot Noir. In 1995, Sonoma native Mike Cox joined the team as Winemaker and holds that position today. Nestled in the hills of the cool climate of the Carneros Appellation, the winery is dedicated to Walter's original passion for graceful and elegant Pinot Noirs.

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