



SONOMA=CUTRER®

The New STELVIN® Lux Closure

OUR CLOSURE CHOICE

For over thirty-five years, Sonoma-Cutrer has been dedicated to the pursuit of excellence in our wines. Since our inception, the winery has only had three Directors of Winemaking and each has strived to improve upon the efforts of their predecessor while never deviating from the original winemaking philosophy or the signature Sonoma-Cutrer style. Sonoma-Cutrer's vision has always kept the winemaking team at the forefront pursuing excellence through technology and innovation.

After years of being dissatisfied with cork "tainted" wines, Terry Adams, Director of Winemaking (1991-2010), decided to bottle our most distinctive Chardonnay under screw cap. He selected the very limited 1999 Founders Reserve Chardonnay to be sealed using a screw cap closure for the first time. Terry's extensive research on closures led him to the conclusion that screw cap technology was the best option available for fine wine because it guaranteed an airtight closure for up to 20 years without the risk of cork taint.

Today, Sonoma-Cutrer continues to lead in the super-premium segment by bottling our most premium expressions under screw cap closures and has now, excitingly, decided to extend this closure type to all our retail expressions. This packaging evolution will provide important benefits to both retailers and consumers.

THE BENEFITS:

- Air-tight closure
- Maintains freshness and premium condition of wine
- Elimination of cork taint
- Wine ages consistently and reliably
- Ease of opening and ability to re-close
- Recyclable, in many states, even with plastic inserts



Please enjoy our wines responsibly.

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TIMING AND VARIETALS:

Beginning in calendar year 2021 the majority of Sonoma-Cutrer wines will transition to our new STELVIN® Lux screw cap closure. The below chart outlines what closure each varietal will use for all upcoming vintages.

Notably, Russian River Ranches Chardonnay will not transition to the Lux closure and will continue to be packaged under its current screw cap. RRR is generally isolated to the on-premise and primarily sold By-The-Glass so the majority of consumers never see this bottle.

Varietal/Vintage	Closure
V'19 Sonoma Coast	STELVIN® Lux Closure
V'19 Les Pierres	
V'19 The Cutrer	
V'20 Rose' of Pinot Noir	
V'19 Founders Reserve Chardonnay	
V'19 Vine Hill	
V'19 Owsley	
V'19 Founders Reserve Pinot Noir	
Russian River Ranches Chardonnay	Current screw cap closure
Russian River Valley Pinot Noir	Cork

*Research shows shoppers do not notice closures at shelf and the majority of consumers still expect red wines to be sealed under natural cork.

[Sonoma-Cutrer Vintage Chart](#)

FAQS:

What is STELVIN® Lux?

This closure has no external threads to create a more visually appealing and elegant package design.

<https://www.amcor.com/stelvin/stelvin-lux>

What is Cork Taint?

Cork taint is a broad term referring to a wine characterized by a set of undesirable smells or tastes that can only be detected after bottling, aging and opening. It is often referred to as a moldy or musty smell, which is caused by TCA. TCA stands for 2,4,6-trichloroanisole, a chemical compound formed through the interaction of plant phenols, chlorine and mold that can cause musty aromas and flavors in wines. It most frequently occurs in natural corks and is transferred to the wine in the bottle. The use of a screw cap eliminates the chance of cork taint and preserves the quality of the wine.

Cork Taint is often not recognized

If you drink wine regularly, you will encounter a corked bottle about 100 times in your lifetime. It can often be difficult to identify a corked flavor of wine especially if it is not a wine with which you are familiar. Sometimes wines are only mildly corked, but still very drinkable. A faulty wine that a consumer does not detect can have real, long-term consequences for a brand. Removing the possibility of cork taint is the best way to ensure consumers always purchase a bottle with a wine flavor profile exactly as the winemaker intended.

Wine Spectator, Wine Folly "How to Tell if Wine is Corked",
Proprietary B-F Research