

GUNDLACH BUNDSCHU

SUCCESS THROUGH SUCCESSION
SINCE 1858



GUNDLACH BUNDSCHU WINERY RHINEFARM ESTATE VINEYARD, SONOMA, CALIFORNIA



150 Years Old in 2008 -- Single Family Ownership Since Inception

320 Contiguous Acres Owned/Managed

35K Cases Produced

95% Estate Grown

Retail Bottle Price Range: \$25-\$90

70% Nationally Distributed; 30% Direct to Consumer



HISTORICAL OVERVIEW

Primary Family Owner/Manager	Last Year of Lead Management	Vineyard Acres Owned/Managed	Annual Cases Produced	Avg Bottle Price (est)
Jacob Gundlach	1896	600+/-	250k	unknown
Charles Bundschu (son-in-law)	1910	600+/-	0	\$0.70
Walter Bundschu	1938	100	0	NA
Towle Bundschu	1981	180	20k	\$10
Jim Bundschu	2000	320	75K	\$18
Jeff Bundschu	NA	320	40K	\$35

BUNDSCHU FAMILY VALUES

As Bundschu family descendents, we seek to grow and prosper as individuals and as a family through our family business.

We value our family owned and operated authenticity, remain loyal to one another and our employees, encourage visionary, creative and responsible leadership in the family and the business, and strive to create a sustainable environment that inspires personal and professional growth.

We are committed to providing a meaningful and enriching lifestyle to current generation family participants, owners, and employees, and we are committed to preserving our family heritage by keeping the 'Rhinefarm Home Ranch' and the 'Gundlach Bundschu' name in immediate family ownership for successive generations.

YEAR 2000 SUCCESSION MOTIVATION

= Minimization of Estate Taxes

= Clarification of Roles

= Strategic Direction

OUTCOMES

= Idit Trust

= Core Family Roles and Expectations Clarified

= Family Values Identified and Recorded

KEY ENABLERS

= Proactive, Open minded Leadership in Older Generation

- ~ Not subject to 'founder syndrome' ego
- ~ Historic perspective acknowledges need for change
- ~ Transitions relatively young; coaching through change

= Eager and Ambitious New Generation

- ~ Aim is to live up to potential as well as legacy

= Non-Managing Family Cheerleader

= Great Advisors

= Small Family that Enjoys Each Other's Company



 GUNDLACH
BUNDSCHU

