

# CINDER

## Cinder Wines: Our Overview

Hailed as one of the West's Best urban wineries by Sunset Magazine, Cinder Wines has been turning out award-winning wines since our first vintage of 2006 Syrah surprised and delighted local wine lovers. More recognition followed when our 2008 Dry Rosé won Best of Idaho AND Best Rosé of the Northwest. Since then, Cinder has been off and running!

Led by winemaker Melanie Krause and her husband Joe Schnerr (who also handles sales and marketing), Cinder was launched in 2006 when Melanie & Joe created 45 cases of Syrah as their first Snake River Valley wine. In 2008 Melanie discovered an old produce warehouse in the urban setting of Garden City, just a 5-minute drive from downtown Boise. It was here in Garden City (the old Chinatown of Boise) that Cinder began to sell their wines and tell the story of what they saw as the untapped potential of the local vineyards. In those early days they had just a small counter that was accessed via a back alley, like a speakeasy!

It may not have been easy to find, but word of Cinder's quality wines quickly spread. The wine community started to take notice, too, when in 2009, Cinder was recognized in Wine Business Monthly as one of the "Top 10 Hot Small Brands of North America" (the first, and so far only, Idaho label to achieve this). Since then, Cinder has consistently garnered positive reviews, earned Gold medals in competitions in the Pacific Northwest, and has been honored with 90pt+ scores in Wine Enthusiast. Most recently, winemaker Melanie was recognized by Wine Enthusiast in their "40 Under 40" honors as the "Emerging Wine Region Champion" for her work with Syrah, Tempranillo and Viognier.

Cinder sources grapes from several vineyards in the Snake River Valley AVA, constantly searching out new climates, sites and passionate people who are investing in new vineyards for this beautiful region. With its well-drained soil, high altitude, and a desert climate that brings hot summer days and cool nights, it is the perfect environment for turning out world-class wines, among them Syrah, Tempranillo & Viognier.

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Located only 10 minutes from downtown Boise, Cinder's urban winery and tasting room is always at the top of locals' and visitors' "#1" and "Must visit" lists in Idaho. To complement the industrial chic atmosphere, Cinder has an art gallery that exhibits the works of a local or regional artist for 3-month stints. Cinder's tasting room is also home to concerts, weddings, parties and corporate events.

Cinder is committed to honoring the land, honing the craft of winemaking, and turning out THE BEST wines from the Snake River Valley. When you visit our Tasting Room, our goal is not only to pour the very best wines, but for our guests to have a unique experience that combines storytelling, friendship, and an appreciation of the land, the people, and the passion that gives us these wines. When we achieve this, we have succeeded.

**For more information or to schedule an interview, please contact Joe Schnerr, 208-376-4023 or [Joe@CinderWines.com](mailto:Joe@CinderWines.com).**

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