

A misty mountain landscape with evergreen trees and a valley. The scene is atmospheric, with soft light filtering through the clouds and mist. The mountains are covered in dense evergreen forests, and the valley below is partially obscured by low-hanging clouds. The overall mood is serene and majestic.

CARDINAL RULE WINES

**Drink What You Love. Love What
You Drink.**

cardinalrulewines.com

THREE FAMILIES. ONE WINERY.
ONE CARDINAL RULE.

This is our story.



Inspired by the timeless connection between family, food and wine, Cardinal Rule Wines has one motto: Drink what you love, love what you drink.

The story of Cardinal Rule Wines' begins over 30 years ago when Stephen Scharf and family planted their first grapes in beautiful Healdsburg, California just 70 miles north of San Francisco. From its humble beginnings, the vineyard has continuously produced high quality grapes, produced in small quantities and cared for greatly.

Years later, three Los Angeles lawyers, Stephen Scharf, Warren Loui and Sue Akens and their families, thirsty for something different, came together over a love of good wine, family and beautiful Sonoma County.

With strong connections in the media, entertainment, finance and banking industries, Cardinal Rule Wines' founders offer unparalleled marketing and networking power. Cardinal Rule Wines started its mailing list with 1,000 active subscribers from rolodexes alone.

Cardinal Rule Wine's flagship Cabernet Sauvignon grapes come from the original Scharf family vineyard, while the Merlot, Petit Verdot, Malbec and Pinot grapes are from our neighbor families in Dry Creek and the Russian River areas. Over time, the family venture has evolved to specialized wine makers and farmers in the local area at Kokomo and Alexander Valley Vineyards.





The Families

Stephen Scharf is a partner at O’Melveny, recognized as one of the “Most Highly Regarded Individuals” in the area of Sports & Entertainment as well as one of Daily Journal’s Top 100 Leading California Lawyers.

While Scharf’s reputation as a lawyer continued to blossom, Scharf sought a creative hobby that paired with his love for family and wine. Scharf leads wine production at Cardinal Rule. Wines produced by the grapes from Scharf Family Vineyard have consistently received a 90+ rating by Wine Spectator.

Warren Loui, a partner in the firm’s Los Angeles office, represents lenders and issuers in financings and restructurings, which have included acquisition financings up to \$3.7 billion. Loui is listed in the International Financial Law Review’s 1000 World’s Leading Lawyers, Corporate Counsel, The Best Lawyers in America, as well as a Super Lawyer by Los Angeles Magazine for banking. While building financial projections and spreadsheets for large corporations by day, Loui fell in love with Sonoma County and viticulture from vacationing often with his family.

His wife, Rose, also a lawyer specializing in non-profit organizations and high net worth individuals. Rose is an avid volunteer and leader at impactful nonprofit organizations throughout California.

Susan Akens met Warren and Stephen while working Special Counsel for the Entertainment Department at O’Melveny. Now the Executive Vice President at CBS Studios International, Akens is responsible for oversight of international business and legal affairs leading a team based in US and Europe. Akens oversees compliance at Cardinal Rule Wines.

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Drink what you love. Love what you drink.

That's our Cardinal Rule



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