



10R Winery

10Rワイナリー

IWAMIZAWA · HOKKAIDO · JAPAN

REGION	Iwamizawa, Hokkaido
EST.	2012
VINEYARD	2.3 ha
GRAPES	Pinot Noir, Pinot Meunier, Gamay, Pouslard, Chardonnay, Pinot Gris and 8 more

ABOUT THE WINERY

10R is the cellar in Iwamizawa, Hokkaido where much of modern Japanese wine has quietly been learning its craft. Founded in 2012 by Bruce Gutlove — the New York-born, UC Davis-trained winemaker who spent two decades shaping Coco Farm & Winery in Tochigi before moving north — 10R is built around a custom-crush model that scarcely exists elsewhere in Japan: a shared bench where emerging Hokkaido growers vinify their own fruit under their own labels for a five-year residency, learning native-yeast fermentation, low-SO₂ work, and how to hold a Burgundian line in a climate that buries the vines under four meters of snow. The graduate list reads like a roll call of contemporary Japanese wine — Soga Takahiko (Domaine Takahiko), Kondo Ryosuke (Kondo Vineyard), Domaine Bless, Domaine Toi, Nora Kura — and most of the producers we love from Hokkaido began here.

WINEMAKING PHILOSOPHY

10R operates on a custom-crush model unusual in Japan — a shared cellar where emerging Hokkaido growers vinify their own fruit under their own labels, typically for a five-year residency, while learning the craft alongside Bruce Gutlove. The name "10R" (read "toa-ru," a homophone of とある / "a certain place") signals the studio idea: many hands, many wines, one room. Bruce frames mastery as roughly a ten-year apprenticeship and refuses to prescribe a house style — wild-yeast ferments, low-SO₂, minimal fining and filtration are encouraged, but the philosophical center is each grower developing their own voice.

ABOUT SORACHI

Sorachi (空知) is Hokkaido's inland wine zone, centered on Iwamizawa northeast of Sapporo. More continental than coastal Yoichi, it is home to Bruce Gutlove's 10R Winery custom-crush incubator and a growing cluster of natural-leaning small domains.

www.d-i.wine/library/region/sorachi