

PEAY VINEYARDS

SPRING RELEASE

ISSUE 21



When Nick and I decided to make estate wines, we agreed that we should only consider the viticultural potential of a site and not the impact the location would have on our personal lives. One site we considered would have had us living in a moldy trailer in horse country (we do not ride). Fortunately, we felt it was not ideal for the style of Pinot noir we wanted to make (the area was too warm. Phew). This focus led two bachelors—brothers to boot—to take up house on a remote hilltop 40 minutes from the nearest grocery store and an hour and a half from the closest “town.” But that remoteness had a silver lining; when I moved to San Francisco to find a job and, hopefully, a partner, Nick was motivated to drive 2 hours east to Napa to find someone to argue with about current events.

That led to his encounter with our eventual winemaker, Vanessa Wong. At the time, Vanessa was the winemaker at Peter Michael and sensibly lived in St. Helena. Nick’s solitude and ardor led him to shrug off a 4 hour commute for a date. He found a lifelong companion and we have an incredibly gifted winemaker. Amen.

The other silver lining to our monomaniacal focus has been our success so far in making the style of wines we hoped to make; they feature balance and elegance while delivering depth and intensity. The 2011s are no exception. There has been one downside, however. Our yields have been very low and highly erratic. We have always believed if we make great wine, the business will follow. And it has until the back to back vintages of 2010 and 2011 when yields dipped below one ton per acre and case production dropped by 50% two years in a row. Farming. Turns out we need a little broader vision to make our dream sustainable and, as a result, have begun to purchase a little fruit from other regions so all of our eggs are not in our one exceptional but fragile basket.

INTRODUCING PEAY VINEYARDS SAVOY PINOT NOIR

We determined if we were going to purchase fruit, we would only work with vineyards where the farming is meticulous and we are able to have input. And, of course, the wines made from the vineyard must fit our ideal style. This search led us to the famed Savoy Vineyard in the Anderson Valley. Savoy had recently been sold to Cliff Lede Winery to supply their Pinot noir brand, Breggo. Of course they maintained their relationships with Littorai and Radio Côteau, wineries who have been making Savoy pinots for years. We have admired those wines and felt our approach to winemaking would allow us to offer a slightly different interpretation of this superior vineyard. Our first vintage is the 2011 Savoy that we are releasing today. It is a beautiful wine, with spice, depth and elegance. I think that is a combination you find in many of our wines. Notes on the wine are inside and I encourage you to try it. We only made 315 cases and have limited distribution mainly to the mailing list.

EARNING YOUR STRIPES: THE 2011 VINTAGE

I would like to circle back to what has been a major recent epiphany. It turns out winemaker Vanessa Wong really *is* worth all the praise she is given; she *is* an extremely gifted winemaker. It is easy to take your sister-in-law for granted. But, after the 2011 vintage, I do not any more.

A winemaker earns her stripes during difficult vintages and the 2011 vintage offered plenty of opportunity for winemakers to win (or lose) their stripes. In a difficult year the decision when to pick is not straight-forward. In a vintage like 2011 sugars were so low I cannot even tell you how low. Flavors appeared green until the final moments before picking. And the grapes themselves were in a worrying state of decay due to the continuous rains. It started bleak and only got bleaker. If you have spent time with Vanessa you know she is serious, dedicated, and whip smart. Spend time with her during harvest and you also know she works crazy hours and has guts. Vanessa kept waiting through the rains, waiting for the flavors to come around. She would head out at 5 a.m. every morning to sample fruit. She always does it herself though this year she had

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THE 2011 VINTAGE: ELEGANCE → INTENSITY → FOCUS

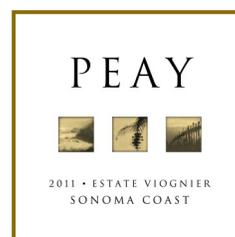
Though a challenging growing year, the 2011 wines superbly display our terroir and, as a result, we believe we made some of our best wines. They are well-balanced and proportioned possessing body and intensity but are light on their feet. They are crafted for medium-term aging and will reward you in the next 3-7 years.

The bad news, we have very little wine to release and, if last fall is any indication, it will sell out quickly. Please read the notes below and head to our new web site (!) —www.peayvineyards.com—to order as soon as possible. Also, please note we did not make a 2010 Les Titans Syrah so there is no Peay Syrah to release. The next Syrah will be the release of the 2011 La Bruma Syrah in the fall.

2011 *ESTATE* VIOGNIER

96 CASES

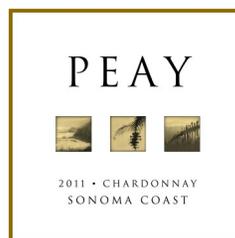
The nose on the 2011 Viognier is bright with lemongrass, candied ginger, tangerine, and honeysuckle aromas. It is quite creamy on the entry containing hints of orange marmalade and candied orange peel. The mid-palate has medium body and possesses a lemony freshness and a stony aftertaste balancing the natural weight of Viognier. Our Viognier ages well though it will shine for the next three years and slowly lose some of its brightness thereafter. Drink now to 2015.



2011 *SONOMA COAST* CHARDONNAY

275 CASES

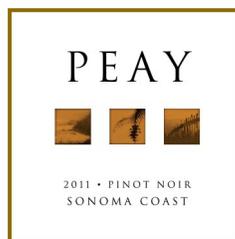
The 2011 Sonoma Coast Chardonnay is a focused, mineral-driven wine with great precision. The nose possesses lime zest, underripe kiwi, and fruity Meyer lemon aromas. The front of the palate has some weight though it has good tension as it carries flavors to the back of the palate. There is brisk acidity and a long, persistent finish as the aftertaste of minerality (limestone, chalk, stone) lingers on the palate. Drink now or age for 2-6 years to 2019 to allow the wine's features to integrate.



2011 *SONOMA COAST* PINOT NOIR

1100 CASES

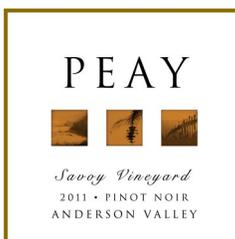
The 2011 Sonoma Coast Pinot noir perfectly captures the vintage's expression of Pinot at our vineyard; it is balanced, masculine, and engaging. The nose features dark cherry, sandalwood, star anise and orange liqueur ballasted by the pine needle/forest floor aroma you find in all of our Pinots. On the palate, the broad, earthy, and iron qualities support aromas of sweet and sour cherries and orange rind creating roundness and lift. Though it has only 13.2% alcohol it is not a delicate or insubstantial wine; it has power without heaviness. Drink now to 2018.



2011 *SAVOY VINEYARD* PINOT NOIR, ANDERSON VALLEY

315 CASES

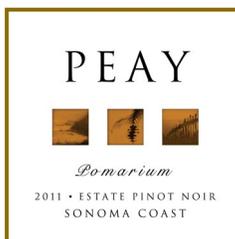
We are quite pleased with our first attempt at Savoy Pinot noir. The spicy quality often found in pinot from Savoy Vineyards is on display but there are additional elements of orange rind, freshly dug fruity mushrooms (matsutake for the foragers in the audience), and strawberry rhubarb. The palate shows dark cherry skin and plum notes and is remarkably robust though not fat or fleshy. This is masculine pinot noir like a Corton or a Gevrey though there is a touch more fruit and polish showing its California, if not Mendocino roots. Savoy clocks in at 13.1% alcohol and can be enjoyed upon release though aging for 3-10 years to 2023 will allow for further integration and development.



2011 *POMARIUM ESTATE* PINOT NOIR

400 CASES

Upon pulling the cork the bright fruit and earth aromas explode from the bottle and really soar from the glass after pouring. The tell-tale forest floor qualities are on display as are the sour cherry skin, rose, iron and rhubarb notes. As typical for the Pomarium cuvée, the impression is overall "broad-shouldered" and masculine. The fennel seed quality leans toward licorice and the dark cherry and pomegranate fruit flavors are dry and speak in a silky, masculine voice. Decant for 15-20 minutes and age for 5-10 years. Pomarium should show well and improve up through 2022.





ZEN AND THE ART OF FRUIT MAINTENANCE—VANESSA WONG

With the black and white monitor in my view, my obstetrician tapped the fuzzy image on the screen and said, “You are this close to being put on hospital bed-rest,” pinching the air to show me just how close. “You are going to have to curtail all activity and seriously take it easy.” It was about a week and a half before we would start picking grapes for the 2011 vintage. I gulped and squeaked out, “But what about harvest? It’s my busiest time of the year when I work like crazy.” The doctor shot me an incredulous look and then shook her head with a knowing smile like she knew my type, she’s dealt with us before. “Umm, working like crazy is not going to happen. I am sure you will figure out how to get the work done without you.” I protested, “You don’t understand. How am I supposed to make the wine? I am the winemaker!” She just kept shaking her head, then stopped, and looked at me gravely, “No, *you* don’t understand. I am serious. If you don’t take it easy, you won’t even *be* at work making wine, you’ll be at the hospital. You don’t want to have this baby early...or worse...” she trailed off. I bit my lip and nodded that I understood. We had waited a long time for this baby to come along and I still had almost three months to go--eleven weeks and at least 8 of those weeks would be during harvest-time.

I left the doctor’s office wondering how I was going to manage during the crush. The summer had already been very busy in the vineyard responding to the challenges of a late and cold growing season with very little crop on the vines to show for all of our efforts. And now I was being told to decrease my work load and we hadn’t even started the harvest yet. I was directed to lay down on a couch while at work and neither to stand nor move around on my feet much. How was I supposed to check on the vineyards? Monitor grape maturity? Assess fermentations? It was the time of year I would be on the go from 5:00 in the morning to 10:00 at night for eight weeks. Take it easy? I wasn’t even sure what that meant. My mommy-girlfriends sympathized and offered suggestions: “Phone it in!” “Get an errand boy.” “Telecommute.”

Although well-intended, none of these ideas seemed feasible. The best words of encouragement came from a friend who also worked at a winery. She told me that their winemaker one year broke his leg right before harvest and managed with lots of extra help and a 4x4 ATV. Yes! I will commandeer the trusty Kawasaki “Mule” to my purpose, although I wasn’t sure if all that bouncing around while riding through the vineyard was recommended. I fell into despair over my plight, the general course the vintage was going, and over the weather, in general. (We farmers always find reason to fret over the weather). Then I realized that I had no control over these things. So I mulled over what my doctor had said and her directive to have weekly ultrasound exams as my situation was precarious. I clasped my hands around the underside of my belly, looked down at it, and made a pact, “Okay, kiddo, I promise to try to take it easy if you hang in there and not come knocking too early!” With that I crossed my fingers and toes, and for good measure, my legs, too.

A GUARDIAN WINEMAKER FROM....ARGENTINA

Knowing that I would need some extra help during the harvest, Nick and I attempted to seek aid and sent out an email during the summer to all of our friends and colleagues who made wine in Antipodean wine country. It was like a casting call for anyone who might want to have a “busman’s holiday” and spend their vacation doing what they do at home Down Under, that is to say, make wine. We got responses from many well-wishers but none from any takers. As harvest approached, I became despondent, especially with the new restrictions put upon me by the obstetrician. Then, in late summer, we hosted our annual “Sommelier Love Fest”, an event that gives us an opportunity to thank those good folks at restaurants and wine shops who connect Peay Vineyards to you, our wine lovers, and to share with them an up close experience of our vineyard. At this particular “Love Fest” dinner, the team from our Florida distributor had flown in and joined us for the occasion. As we gazed up at the vast night sky above pointing out shooting stars, our Florida portfolio manager, Carolyn, asked me if I had received a letter from one of their wine producers from Mendoza, Argentina. She said that he wrote us because he really wanted to work a harvest at a small winery in California and they had suggested he write to Peay Vineyards because we were so similar: small estate winery that farmed its own grapes and really cared about quality. She added that Cristian was really, really nice and a great winemaker. Believing that this could be the answer to our predicament, I asked her to have him re-send the letter. We were overjoyed when we finally did get in touch with Cristian and learned that he was very experienced in winemaking both in Argentina and California - and he was available and willing to come for a few weeks in October. I am not saying that I believe in making a wish on a shooting star but I thanked my propitious meteoroids from that night.

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ZEN AND THE ART...CONTINUED FROM PREVIOUS PAGE

Cristian Allamand (in photo) is the grape-grower and winemaker for Allamand Viñas & Vinos. Like Peay Vineyards, it is a small winery that farms its own estate vineyards so Cristian was very much in tune with the work we do and the attention to detail it takes to grow quality grapes and make terroir-driven wines. Acting as my “stunt-double” he did more than the heavy lifting on my behalf. Not only did he help me to do the regular tasks during crush like: walk the vineyards to check on the vine growth and health, gather grape samples and process them to check on ripeness, oversee picking operations at non-estate vineyards, and run around the winery analyzing juice and bringing me wine samples, but he was also my winemaking therapist. You see, grape-growers like to commiserate with one another about the trials of farming. So on our long drives to and from our vineyard out on the West Sonoma Coast, we would talk about every topic surrounding the growing of grapes and making of wine: tractors and equipment, pruning, vine diseases, harvest logistics, vinification practices, barrel aging, bottling packaging, marketing, distribution, all aspects the occupation encompasses. And, as he was a father to three young children, we often touched on the subject of kids and the complications of raising a family with the rigors of running a vineyard and winery. I knew that he missed his children while on this far-away wine-making stint and he knew what weighed heavily on my heart when we talked about kids. When we fell silent in our own thoughts he would perk up and say, “You are going to be okay! We are going to make it through this harvest!”



He said this because the vintage itself was no walk in the park, either. Hampered by rains and cold weather we spent a lot of time waiting it out followed by hours upon hours of sorting and throwing out fruit from a crop that was not very big to begin with. There was a morning when I did not find Cristian back at the house ready for our morning drive to the vineyard. I went to the winery to find him there, he had spent the night on the couch in Andy’s office because he and our intrepid crew had stayed and sorted grapes far into the wee hours of the morning. He knew that is what it took to improve wine quality and it is what I would have done. This was not the only undertaking he performed above and beyond the call of duty. One morning we made a plan to head out to the vineyard far before sunrise. Yet, when I woke up, I sensed something wrong and knew I had to go to the hospital. Cristian offered to take me and I was much relieved because I was fearful to go alone and, Nick, being at the vineyard, was too far away. I spent the morning at the hospital while they ran a battery of tests on me and made sure that all was well and stable. All the while Cristian waited patiently in the waiting room to hear word on any developments, grapes or baby. I am not so sure that is what he signed up for in deciding to work harvest at Peay Vineyards, but he took it all in stride and was like a guardian winemaker watching over me.

By mid-October, we were starting to pick a majority of the grapes but we had to bid farewell to our dear friend and colleague. Cristian had to return to his winery in Mendoza to bottle his Malbec. I was a little anxious in losing his help but had gotten into a Zen-like mindset about the rest of the vintage. With the rest of my very capable crew intact, we made it to the end of October bringing in the rest of the Pinot noir and Chardonnay and I made it to the milestone of 34 weeks to which my obstetrician pronounced I was out of the danger zone of going into labor too pre-maturely. Two more weeks into November we brought the last of the grapes, the Syrah, into the winery with the relieved feeling that we had successfully passed a couple more milestones. So, with eight small tanks actively fermenting away I hoped I would make it another couple of weeks to see the Syrah safely put to barrel.

Alas, the Syrah was safely put to barrel but without me. In the middle of the night, after the Fall Release Open House, I got that proverbial “knocking at the door”. Both baby and I kept our pact and he arrived only a little bit early: 3 weeks but I’ll take it. I took the earlier advice of my fellow moms and “phoned it in” from the post-partum room to tell Nick which barrels to put the Syrah wine in. Dr. Kahl came in to check on me and baby and glanced at my laptop and barrel list print-outs on the hospital tray and asked with weary disbelief, “You are not working are you?” I gave her a sheepish look as if to say that both harvests were safely in and I just had to make sure all the babies were being cared for.

ON VINTAGE AND THE WISDOM THAT OFTEN COMES WITH TIME

Time flies, as the cliché goes and another season of grapes has come and passed. We have another vintage in the cellar and baby Cyril is now one year old and tottering about. With the last harvest’s wine in barrel, Nick and I decided to visit Burgundy. We love what we do and can’t seem to get away even when we try to go on vacation. We feel it is important to talk to other grape farmers, compare notes about the difficulty of farming organically, and taste

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ZEN AND THE ART...CONTINUED FROM PREVIOUS PAGE

wines to gain a wider perspective and deeper knowledge of growing grapes, making wine and enjoying wines in the context of the regional cuisine. (We hope our kids feel that way, too, although I think we owe them Disneyland next time!) We visited several wineries and many bemoaned the difficulty of the past growing season and harvest. At Domaine Henri Gouges, Pierre Gouges asked me what wine I would like to taste. I asked him to pick a vintage that he felt was a difficult vintage. He picked the 1982. The wine was really quite good, which is a testament to how a lovely a wine can be from a vintage that wasn't so well regarded at the time.

These are experiences and perspectives that one can gain by exchanging ideas with those we are fortunate enough to come across in life like Cristian Allamand, and by tasting and talking to people like us who have grown and made wine, some for many more decades, centuries even, than we have. With time we gain perspective on how things in our lives develop and mature. Many years from now I probably won't remember how anxiety-ridden my pregnancy or the 2011 vintage was but I will recall how hard everyone worked to produce a worthy and meaningful harvest. It will be a fond memory I look forward to enjoying some day.

- Vanessa Wong

EARNING YOUR STRIPES: THE 2011 VINTAGE...CONTINUED FROM PAGE 1

some help. She would not tell Nick and me what we are picking the next morning until late in the afternoon. She needed all day to process samples, pour over charts of previous vintage data wallpapering her office walls, and stressing each factor until her gut told her what to do. More than once screams of frustration emanated from her corner office. Those were not Braxton Hicks induced screams (though she was 8 months pregnant.)

But, by god, she made really good wine. I was quite pessimistic all last year until she started to make blends. I do not know exactly which dance or sacrificial rite she performed to make such good wine but here are a few adjustments I noted.

She had us make many passes through each row to drop entire clusters that developed rot and throw them over the fence so rot would not spread to remaining clusters. By the time a block was ready to pick, we might pass 3 or 4 vines in a row that did not have any fruit left on the vine. Every day after picking, we sat at the sorting table and sorted at the rate of a ¼ ton per hour. Yes, you read that correctly. That is about a quarter of our already slow rate and means the table basically did not move so we could pick every sub-standard berry off the belt and dispose of it in the heaping trash cans. Thank god there was so little fruit because it took us all day and night and sometimes morning to sort a few tons of fruit. Vanessa changed some of her fermentation techniques if the fruit was in a fragile state. She adjusted her barrel regime to be careful not to overwhelm wines. And then came blending. This is the other area—when to pick being the first—where I think a winemaker displays not simply craftsmanship but artisanship and gift built from experience. Our final blends tasted much better than the individual wines. To achieve this, Vanessa was ruthless in declassifying poor lots. We made very little Estate wine choosing only the very best lots for Ama, Pomarium, Scallop Shelf and Savoy. The barrels that did not make an estate cuvée were assessed for the Sonoma Coast cuvée and blended blind. The remaining barrels were blended and blind tasted for Cep. At each step we selected blends based *solely* on quality, not knowing the final production amount. A sizable amount of wine we sold as bulk wine to a Central Valley juggernaut. In the end, in 2011 we made 2,700 cases of Peay wine down from 6,500 cases in the 2009 vintage.

There is an adage among Burgundy drinkers; you buy producer first, vintage second. This may sound like bald marketing mumbo jumbo but there is a lot of truth to the statement. In difficult vintages, not only may terroir shine through in a wine (depending on the circumstances, there may be more acid to age and keep wine fresh, less fruit flesh and oak to obscure site, etc.) but, more importantly, dedicated winemakers with high standards and a lifelong commitment to their site will also be merciless in selecting the lots that bear their name. The final wines will be the region's best of the vintage and true to their style.

The 2011 vintage was not an easy one for us or for anyone in California. I hope we never experience that level of stress again. But, in the end, we made very good wine and have learned important lessons that will help us continue to build on our short history. That is another silver lining I can grasp. Amen.

- Andy Peay



THE PERFECT STEAK

The perfect way to cook steak is on the grill, right? In a cast iron pan on the stove? In a grill pan? In an egg? In the oven? In a vacuum sealed bag in a bath?

I have always adhered to the charcoal grill method. The high flame for searing and the smoky flavors of mesquite charcoal scream rib eye and Syrah to me. My mother is the Zen master in the kitchen, however. She taught Nick and me everything we know. She is our instinct in the kitchen. We still fight long and hard when people dare suggest a modification to one of her methods. But my mother cooks steak in a hot, cast-iron pan. Okay, she is fallible and Cleveland is too cold to grill year-round. I have humored her and continued grilling. Then I got rid of my tried and true Weber grill for a trendy Green Egg. After over and under cooking at least 50 pounds of succulent, thick-cut rib eye over a few month period, I cried out in desperation for advice from chef friends on how to grill the perfect steak on an Egg. They all told me, you cannot. You cook it on very low heat in the oven and sear it in a hot pan to finish (or vice versa). Or sous vide and then finish in a hot pan. Huh? You ever wonder how steak at a restaurant is uniformly pink/red with only a paper thin, spice-laced, crust? No chewy, grey outer layers? How do they do that? I looked in *How to Read a French Fry* and also in Harold McGee's *On Food & Cooking* for the scientific explanation. It was filled with "maillard reaction" and "denaturing and coagulation of proteins." I won't attempt to explain it here, but just know, it makes sense. And I'll be damned but it makes delicious, uniformly pink, succulent steak. I still love to grill rib eye (on a Weber) for the smoky flavor but this is the closest I have gotten to a perfectly "cooked" steak. Oh, and one caveat, I suggest a thick cut rib eye and the highest quality, marbled meat you can afford. Eat less, eat higher quality.

Main Ingredients

1 two to three inch bone-in rib eye, preferably grass fed and grain finished. Sorry, not groovy but fat carries flavor. I have tried for years to find marbled, 100% grass fed and finished beef. Still looking. Until then Niman Ranch is a good source.
Coarsely ground black pepper
Rock salt
Cast iron pan
Metal rack
Meat thermometer
Butter (optional)

Preparation

1. Pre-heat the oven to 200 degrees F. Season the steak on all sides with salt and pepper. Use more salt than appears judicious. Now add more. Place the steak on a metal rack with a pan underneath to catch the fat drippings. Cooking time depends on the thickness of the cut and your desired doneness. Frankly, you want medium rare unless you are eat steak because your spouse likes it and red flesh makes you queasy. Remove from the oven when the internal temperature is roughly 95 degrees.
2. Heat a cast iron or other pan on high heat. Sear on one side for 2 minutes. Flip the steak and check to see the seared side has a nice dark layer (not simply gray. If gray, turn up heat, add oil, and gently press down while searing.) Remove the steak after 2 minutes on the other side. A trick to assess doneness is the hand test. Press the thumb and fore-finger of one hand together. With the other hand touch the bulging flesh at the inner base of the thumb. That is what rare feels like if you push down on the steak. Thumb and ring finger is medium rare. And onwards. If you want to check doneness and the technique above is not sufficient, make a very small cut along the bone. That will be the rarest part of the steak and if a little purple the rest of the steak off the bone will be perfectly medium rare.
3. To gild the lily—and a technique that is unnecessary if you have a marbled steak—pour some melted butter over the steak while it rests for 5 minutes. After resting, internal temperature should be 125-130 degrees. Slice the entire steak as it will continue to coast and you do not want any leftovers to overcook.

2012 SPRING DINNERS & EVENTS

West of West Festival—NYC	2/26	NYC, NY	www.westsonomacoast.com/west-of-west-festival
Peay Dinner at University Club	3/6	Chicago, IL	Members only
Peay et al. Dinner at The Casino	3/8	Chicago, IL	Members only
Peay Dinner at Miller Union	3/19	Atlanta, GA	678-733-8550
Spring Open House at Winery	4/13	Cloverdale, CA	RSVP to andy@peayvineyards.com
Peay Dinner at Coi	4/18	San Francisco, CA	415.393.9000
West of West Festival—Sonoma	8/2-4	Sebastopol, CA	www.westsonomacoast.com/west-of-west-festival



GROUP 3 ORDER FORM

WINE	MAXIMUM ALLOCATION	BOTTLES ORDERED	PRICE	TOTAL	WISH LIST
2011 <i>ESTATE</i> VIOGNIER, SONOMA COAST	1		\$44		
2011 <i>SONOMA COAST</i> CHARDONNAY	6		\$42		
2011 <i>SONOMA COAST</i> PINOT NOIR	12		\$42		
2011 <i>SAVOY</i> PINOT NOIR, ANDERSON VALLEY	6		\$52		
2011 <i>POMARIUM ESTATE</i> PINOT NOIR, SONOMA COAST	6		\$56		
2011 <i>POMARIUM ESTATE</i> PINOT NOIR, SONOMA COAST — MAGNUM	1		\$120		

ORDERING:

- ◆ Please order **online** at our Wine Shop www.peayvineyards.com using the user name and password you received when joining the mailing list, **or by fax** at (510-848-8368), **or by mail** (207A N. Cloverdale Blvd #201, Cloverdale, CA 95425). **No email or phone orders, please.** If you want to **order online and cannot find your user name and password**, please click on the lost password tab or email Andy at andy@peayvineyards.com.
- ◆ **Your allocation is based on your previous purchase history and is not guaranteed**, it is first come first serve through we stagger the release by Group numbers to give long-standing supporters of our wine first crack. **If you would like more than you were allocated**, please put your request in the wish list column or email Andy.
- ◆ If you are **paying by credit card**, you **do not need to calculate shipping or tax rates**, we will do it for you. **Magnum shipping rates** will be calculated when entering the order.

Sub-total				
Sales Tax				
Shipping				
Total				

Sales Tax? Sorry, despite what we read, legally, many states force us to charge sales tax even for online sales of our wine. Rats.

SALES TAX	
AZ	6.6%
CA	7.25-9.75%
CT	6%
GA	6%
HI	4.5%
ID	6%
IL	6.25%
IN	7%
KS	8%
LA	4%
MI	6%
NC	6.75-7.25%
NH	8%
NM	5.125%
NY	7-9.75%
ND	7%
OH	5.5%
SC	6%
TN	9.25%
TX	6.25%
VA	5%
VT	6%
WA	7-8.9%
WI	5%
WY	12%

CREDIT CARD: VISA and MC Only, Sorry no AMEX

Name: _____ CC#: _____ Exp. _____
 Signature: _____

BILLING ADDRESS

NAME _____ STREET _____
 CITY _____ STATE _____ ZIP _____ PHONE _____
 EMAIL _____

Our wine can be sold and delivered only to people who are at least 21 years of age. In placing your order and **signing below**, you represent to us that you are at least 21 years old and that the person to whom delivery will be made is at least 21 years old.
 Signature: _____ Thank you!

SHIPPING:

- ◆ We use a **superb third party shipping fulfillment company**—Wineshipping.com. Please see page 8 for prices and details on their exemplary shipping process and industry-leading rates.
- ◆ We **start shipping wines in March and will continue until it is too warm to ship to your state.**
- ◆ We will have an **Open House** at the winery in Cloverdale on **April 13th**. If you would like to come to sample current release and library wines and eat wood-fired pizza from Pangaea’s mobile oven, please RSVP to Andy at andy@peayvineyards.com. If you would like to come and pick up your order that day, **select pick up at winery, but please, pretty please, pick up your wine that day** or otherwise we will charge your card and ship to you following the Open House.

SHIPPING ADDRESS (IF DIFFERENT THAN BILLING) NO P.O. BOXES. PREFER BUSINESS:

NAME _____ STREET _____
 CITY _____ STATE _____ ZIP _____ PHONE _____
 EMAIL _____



SHIPPING OPTIONS AND RATES

We recognize shipping costs may be a financial barrier, dissuading customers from buying more wine direct from us. Direct sales, however, sustain our business model—estate grown and produced—and without our mailing list sales, we could not exist. So we have kept our direct prices relatively low and worked hard to find carriers with the lowest rates. We found one with the lowest shipping rates **and** the best reputation in the industry. Further, you will receive your wine with **greater peace of mind** than before, even **sounder than** the Peay wine **your few local retailers** have on their shelf, as your wine does not sit in non-refrigerated trucks driving around the country. Our shipper trucks the wine in refrigerated trucks to warehouses in Illinois, Florida, New York and Texas once per week on Thursdays and then uses UPS to ship the wine from that warehouse the following Tuesday. It takes 1-2 weeks to get the wine to you but, in effect, means the wine is exposed at the longest for only 1-2 days to ambient temperatures. This is better than even 2 day air where your wine may sit on the tarmac heating up or at 5,000 feet at sub-zero temperatures before getting in a truck for local delivery. And it costs less. Neat, huh?

750 MLS					
UPS GROUND			UPS GROUND TEMP CONTROL*		
Delivery	1 day	2 days	2-3 days	5-7 days transit, 1-2 days non-AC	
# of Btls	CA-North	CA-South, NV, OR	AZ, CO, ID, MT, NM, WA	IA, KS, MN, MO, NE, SD, TX, WY	CT, DC, FL, GA, IL, IN, LA, ME, MD, MI, NH, NJ, NY, ND, NC, OH, OK, RI, SC, TN, VT, VA, WV, WI
1	16.40	16.95	17.60	19.20	20.35
2	16.70	17.25	18.50	20.40	21.50
3	20.35	20.90	21.35	25.20	26.40
4	21.60	21.90	22.45	27.10	28.65
5	23.15	23.55	24.40	30.55	32.50
6	24.70	25.20	26.30	34.00	36.40
7	26.90	27.30	28.90	37.55	40.90
8	29.10	29.40	31.50	41.05	45.35
9	29.80	30.50	32.75	43.40	47.65
10	30.50	31.55	33.95	45.75	50.00
11	31.55	32.65	35.40	47.85	52.70
12	32.60	33.70	36.90	49.90	55.40

UPS 2 DAY AIR						
Delivery	Ship Ground	2-3 days	2-3 days	2-3 days	2-3 days	2-3 days
# of Btls	CA-North	CA-South, NV, OR	AZ, CO, ID, MT, NM, WA	IA, KS, MN, MO, NE, SD, TX, WY	CT, DC, FL, GA, IL, IN, LA, ME, MD, MI, NH, NJ, NY, ND, NC, OH, OK, RI, SC, TN, VT, VA, WV, WI	HI
1	NA	17.10	18.40	19.90	21.90	29.15
2	NA	20.40	22.25	24.00	26.35	33.90
3	NA	25.05	27.25	30.10	33.75	39.80
4	NA	28.40	31.10	34.15	38.75	41.75
5	NA	30.05	33.50	37.65	43.00	45.30
6	NA	31.70	35.90	41.20	47.20	48.85
7	NA	34.75	39.75	45.90	52.65	56.40
8	NA	37.80	43.60	50.55	58.10	63.90
9	NA	39.70	46.25	54.05	62.35	68.55
10	NA	41.55	48.90	57.50	66.55	73.20
11	NA	43.45	51.30	60.70	70.05	78.95
12	NA	45.30	53.70	63.90	73.50	84.70

