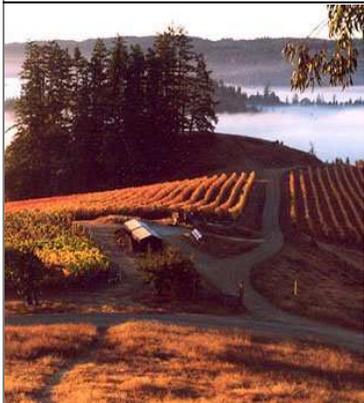


PEAY VINEYARDS

FALL 2009

ISSUE 14



In this newsletter we are releasing what may be our best Pinot noir to date. I know we are not supposed to have favorites, but admit it, if you have children, during various stages in their adolescences one was preferable to the others. Likely the one who was not 13 years old.

In any event, the 2007 Peay Vineyards Scallop Shelf Pinot noir, the last of the Pinot noirs from the superb 2007 vintage, is an exceptional wine. We think so, geez, even the critics who can be counted on to usually get it a little wrong agree. It is complex, structured, and already drinking quite well though it should have a long life ahead of it. It is one of those wines that makes me hum when I am savoring it.

The 2007 Peay Vineyards La Bruma Syrah is also notable. On release the style is a little more elegant and approachable than the age-worthy 2006 La Bruma. The 2007 wine is more in the fashion of the 2002 Estate and the 2005 La Bruma Syrahs. It makes me think of a few of the more traditional northern Rhône producers with a kiss more brown spice and fruit.

The Peay families—Nick, Vanessa, Ami and I—would like to thank you for your continued support of our wines. We acknowledge how difficult this economy may be for everyone and appreciate that you focus on supporting quality. With your support we have managed to not let any of our employees go as we must maintain our high standards in the vineyard and winery to continue to produce excellent wine and earn your long-term loyalty. We hope our wines have made good times even better and have brought some joy to moments of despair. Thank you, again.

2007 PEAY VINEYARDS SCALLOP SHELF ESTATE PINOT NOIR

The 2007 Scallop Shelf delivers on the promise of the vintage and our vineyard site. The vines are now 10 years old and have begun to shake off some of their baby fat to reveal more complex, non-fruit based aromas. The nose balances scents of orange pekoe tea, copper and peppery matsutake mushroom with classic Pinot noir notes of cherry and ham. It is an elegant nose with medium concentration and a bright red hue that you can see through.

The mouth also has medium intensity and weight with added flavors of rose hips and black tea. The fruit is more akin to dried blood oranges and plums (not prunes, think pluots!) with clean acidity, a focused mid-palate and moderate tannins. As is customary with the Scallop Shelf, the finish is long. The wine was aged in 41% new French oak for 10 months in barrel and 1 year in bottle and bottled without fining or filtration.

This is a complex wine with finesse. It offers immediate pleasure and may also be aged for 10+ years if you desire aged Pinot noir characteristics. If you allow a long decant, darker flavors of licorice will come to the fore though a 30-minute decant will allow the aromas to coalesce. 840 cases produced. *Tanzer's IWC 94 Points.*

2007 PEAY VINEYARDS LA BRUMA ESTATE SYRAH

In previous newsletters we have said a lot about cool climate Syrah and what to expect from Syrah grown on our estate vineyard. The 2007 La Bruma has all of those classic characteristics and is already quite well balanced. The nose opens with aromas of wet stone lifted by violet, boysenberry and a touch of white pepper. The aromas are not fruity but instead are savory with notes of tarragon, rare steak and cloves supporting the graphite and berry notes. The acidity is superb creating a focused and persistent finish. This is a wine of intensity and finesse.

The wine was aged in 24% new French oak barriques for 15 months in barrel and 7 months in bottle and bottled without fining or filtration. If you open a bottle now, do not decant but instead watch it develop in the glass. We recommend holding the 2007 La Bruma for 3+ years for maximum pleasure. 550 cases produced. *Not rated yet.*



IN CASE YOU DIDN'T KNOW

- Peay Vineyards is a first generation family winery. Husband and wife, Nick Peay & Vanessa Wong, grow and make the wine and brother Andy Peay and his wife Ami, sell the wine and run the business.
- All wines are made from grapes grown on our 53-acre estate vineyard located above a river gorge in the far northwestern corner of the Sonoma Coast, 4 miles from the Pacific Ocean at Sea Ranch. Yes, it is remote.
- We grow 35 acres of Pinot noir, 8 acres of Syrah, 7 acres of Chardonnay, 1.8 acres of Viognier, 0.4 acres of Roussanne and 0.2 acres of Marsanne.
- Winemaker Vanessa Wong left her position as winemaker at Peter Michael Winery in 2001 to launch Peay Vineyards. Formerly she worked at Château Lafite-Rothschild, Domaine Jean Gros and Hirsch Winery.
- We sell fruit to 2 wineries: Williams Selyem and Failla Winery.
- Nick, a UC Davis-trained and veteran Santa Cruz mountains winemaker, is the vineyard manager and works side-by-side with our full-time crew of 8 workers.
- The vineyard and winery are not a family heritage; they are the result of our combined 45 years working in the wine industry. We started it from scratch and have dedicated our lives to it. Wine is our work and our passion.



2009 PEAY DINNERS & TASTINGS

One, two or all three of us will attend one of the events below. We hope to see you there!

Restaurant Eugene—tentative	September 9th	Atlanta, GA
Food & Wine - Top Wines of the Year	October 6th	Napa, CA
Quench Fine Wines Trade & Consumer Tasting	October 7th	The Phoenician, Phoenix, AZ
Wine & Spirits Top 100	October 14th	SF Design Center, San Francisco, CA
Spruce	November 9th	San Francisco, CA
Aman Resorts—The California Wine Experience	November 11-16	Beijing, China

BUL-GOKI

KOREAN MARINATED AND BARBECUED SHORT RIBS

This has become a staple recipe in Nick and Vanessa's kitchen. A deliciously beefy but tough cut, short rib, is sliced into thin segments and grilled over high heat to make a delicious, satisfying accompaniment to your earthy Pinot noir or meaty Syrah.

<u>Ingredients:</u>	<u>Korean Marinade</u>	<u>Ingredients:</u>	<u>Meat & Garnish</u>
1/2 Cup	Soy sauce	6 (about 3-4 lbs)	2-3" thick English-style cut short ribs
1/4 Cup	Brown sugar	3 tablespoons	Finely chopped green onions or scallions
1 tablespoon	Ketchup		
2 tablespoons	Minced garlic		
1 tablespoon	Minced fresh ginger		
2 tablespoons	Rice or cider vinegar		
2 tablespoons	Asian sesame oil		
1/2 teaspoon	Red pepper flakes (optional)		

1. In a small bowl, combine the marinade ingredients and whisk well. Set aside while you cut the meat.
2. You will cut the short rib so it appears, when you are finished, like an accordion. To do this, lay the short rib flat on the counter. Cut parallel to the bone—laterally—starting about 1/4 inch from the bottom. Stop when you are 1/4 inch from the end. Flip the short rib over and do the same thing. Continue until you have cut 1/4 slices all the way up the short rib and then unfold. It should look like a segmented tape worm 8-10" long. ^^ Appetizing, eh!
3. Place the meat in a Ziploc bag and add the marinade. Marinate for up to 2 hours at room temperature or overnight in the fridge.
4. Grill the meat over medium to hot coals or medium to high gas flame until the surface is brown and bubbly, 3-4 minutes per side. Be sure not to overcook as you want it medium. Alternatively you can also cook in a pre-heated broiler 3 inches from the heat.
5. Garnish with the chopped onions or scallions and serve while still hot.

Serves 4-6

Taken from Bruce Aidells Meat Cookbook





A SENSE OF PLACE? THE SONOMA COAST AVA - ANDY PEAY

Despite a great range in winemaking styles, when I purchase a Chambolle-Musigny, I know, generally, what style of Pinot noir I will drink. Government bodies give certain areas of land a single name, an appellation, since the features important to grape growing in that area are similar. The common natural features - soil type, temperature, elevation, proximity to water, aspect - result in wines with similar characteristics and regional personality. Seems reasonable and a service to consumers to me. But, what about when a region is vast, like the Sonoma Coast?

The Sonoma Coast appellation is the largest licensed American Viticultural Area (AVA) in the United States containing over 500,000 acres across 750 square miles. The appellation runs south from the northern border at Mendocino along the coast of the Pacific Ocean until reaching Marin County. At the Russian River the boundary jogs inland to pick up a huge swath of Sonoma County previously heavy in dairy referred to by some as the Petaluma Gap. It goes even further east and northeast jumping highway 101 forty miles from the ocean and grabbing parts of the Russian River appellation up to the border of Chalk Hill. The boundary then extends south thirty miles to pick up parts of the Sonoma Valley and Sonoma Mountain appellations and even the western part of Carneros bordering San Pablo Bay. Yes, the bay you see from your car window when you cross the Golden Gate Bridge leaving San Francisco.

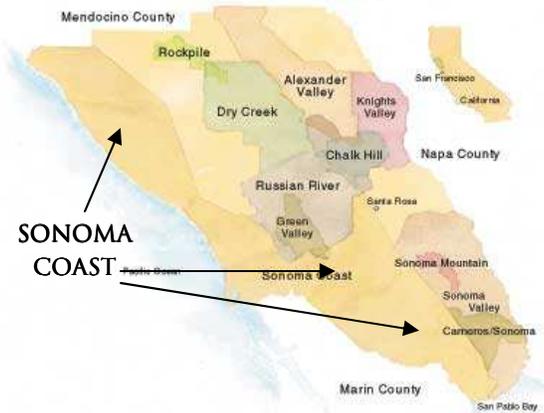
The only thing vineyards in this large area have in common are sites owned by an influential winery who desired to make an estate labeled wine and created the AVA while the licensing board—the BATF now the TTB, based in D.C.—was asleep at the wheel. The differences in *terroir* are vast and, not surprisingly, so is the style and quality of wines made from the Sonoma Coast appellation. Eventually, this appellation will break up into numerous sub-appellations that actually share common features that affect grape growing. A complicating factor, of course, is that winemakers in the New World are not restricted by tradition or regulation, like in the Old World, so ripeness at picking, oak use and other wine-making tools at their disposal can play a larger role in determining a wine's style. But even in the face of this challenge, I am in favor of creating sub-appellations since the wines made from Sonoma Coast vineyards taste different based on whether they are grown on the coast on a ridge top above the inversion layer vs. within the inversion layer, in an alluvial plain near the ocean vs. 20-30 miles from the ocean, or on the first, second, third, or fortieth ridge from the ocean's cooling influence.

Things take time, however, and people are beginning to recognize that there are at least two unique sections of the Sonoma Coast. The first demarcation that has gained some traction is defined by the ribbon running along the Pacific Ocean known as the "true" Sonoma Coast. Admittedly, the moniker is a little smug (it reminds me of the Life of Brian piece about the Judean People's Front vs. the People's Front of Judea) but it does make a point. These vineyards actually lie along the coast of Sonoma County! This means that the afternoon breeze that comes in every day around noon cools vineyards unobstructed by higher western coastal ridges keeping top temperatures out of the 90s and, for those in the cool inversion layer below 1,000 feet (more on that later), out of the 80s. The breezes and cool weather also often inhibit fruit set and a consequence of farming on the coast is that the yields are about half of what you can get inland. Our proximity to the San Andreas Fault – anywhere from a few miles to a few hundred feet from coastal vineyards - also play a role as the variety of soils along the coast is diverse. Further, the vineyards are found on rain drenched ridge tops where the soil vigor is low and most slopes are steep allowing for good drainage, sunlight penetration and tractor tipping.

What do the "true" Sonoma Coast wines have in common? Setting aside winemakers' picking decisions and winemaking practices, the wines often have more tannin, dry fruit as opposed to juicy fruit characteristics, medium-to-high acidity and good to extraordinary length. Yet, even within the "true" Sonoma Coast there are significant differences in *terroir* that partially inform why the wines from these separate regions each have their own particular style.

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Sonoma County's Appellations





I EXERT FOR DIRT - WINEMAKER VANESSA WONG

My husband Nick is somewhat of an amateur geologist, a rock hound of sorts. As anyone who has visited our vineyard probably knows, if you query him about soil he will be more than happy to bend your ear about the interesting geologic events that led to the formation of the Coastal Ranges of California. He will commence the dissertation by outlining the mechanics of plate tectonics: how 250 million years ago the North American Plate and the Pacific Plate were on a collision course with each other and the Pacific Plate subducted, or slipped beneath the Continental Plate. Along this zone of slippage, the San Andreas Fault, the folding of the sea floor resulted in the Coast Range, which is composed of the crushed, crumpled and folded sea floor sediments. Then he would tell you about how about 30 million years ago the relative movements of the North American Plate and the Pacific Plate changed from a head-on contact to lateral slippage against each other. This move-

ment continues at a rate of 37 millimeters per year which means that someday San Francisco will be alongside the vineyard. That will certainly improve our dining options.

I also learned from Nick that the oldest bedrock is called Franciscan complex and is found in the hills and mountains in the western part of Sonoma County. Franciscan is a mixture of different kinds of rock - marine sedimentary, igneous and metamorphic - formed at the time of the subduction. This mixture is called 'melange' and can be particularly found along the Sonoma Coast's high ridges with the blocks of greenstone and chert swimming in a matrix of crushed Franciscan rocks. There is Franciscan complex underlying our property at lower elevations, bordering the edges of where we have planted our vineyard. The vineyard itself is planted on a cap of much younger soil-- an ocean floor about 2 to 5 million years old that makes this hill where our vines grow. This layer of marine sediments capping the hills, ridges and spurs in our corner of the Sonoma Coast is a geological feature known as the Ohlson Ranch Formation.

The Ohlson Ranch Formation's namesake is a ranch that can be viewed directly southeast from our front porch. The original homesteaders of that ranch along with the homesteaders of our property, the Petersons, were among the first to settle and farm the area over one hundred years ago. So, naturally, when we planted the vineyard I was curious about this geological feature named after our neighbors. Being analytically inclined, I delved deep into the electronic labyrinth of the Melvyl catalog and I came up with a scientific dissertation by Charles Higgins of my alma mater U.C. Davis in 1961 titled: *Ohlson Ranch Formation, Pliocene, Northwestern Sonoma County, California*. Bingo! I requested it and received a very old photocopied report, held together with old-school brass prong fasteners, from the U.C. Berkeley Department of Paleontology.

Higgins describes the Ohlson Ranch Formation as consisting of marine sandstone, siltstone and conglomerate up to 160 feet thick and occurring only in the vicinity of the town of Annapolis in the locality of the Ernest Ohlson Ranch. It is here, resting atop ridges composed of dipping marine strata of the Franciscan Formation, that flat-lying beds of Pliocene age fluvial sediments occur. Wave terraces and seastacks buried beneath the formation indicate that it was formed in a shallow water embayment or an inland ocean. Since the deposition of this sediment, the shallow basin had been pushed up by pressures along the San Andreas Fault or uplifted up to elevations 1000 feet during the Pliocene age and dissected by erosion, leaving isolated hill tops like ours.

Wow, ancient inland seas? Pliocene uplift? I had "Land Before Time" visions playing in my head. Was my husband's affinity to geology geekiness rubbing off on me? The second section of this research paper is named: *Paleontology of the Ohlson Ranch Formation*. Unlike my 2-year-old son who has a dinosaur obsession, I was only mildly interested in dinosaurs as a kid. But the prospect of fossils in our area really intrigued me. Higgins described finding in the coarse sandstones fossils of various mollusks and even fish teeth. The most common findings were brachiopods, more commonly known as lamp shells. The greatest diversity in the findings was among the pelecypods, which included samples of scallops, cockles, whelks and clams. The fossils were cataloged along with their location and picture. Not exactly dinosaur bones, but I found this pretty exciting since it told me the story of the ancient history of our land.

I wanted to know more. This was years ago, before Facebook, so I couldn't exactly search for old Professor Higgins, friend him and tell him "what's on my mind" to pick his brain about what he remembered about a formation he studied over 40 years ago. So I hunted and pecked around some more and came upon a researcher here at our very own Sonoma State University geology department who not only studies soil but is very interested in wine and the concept of the terroir of Sonoma County, Dr. Terry Wright. After a month of email correspondence it was decided that Dr. Wright would make the drive out to the far west Sonoma Coast to tramp around our vineyard and talk dirt. Dr. Wright

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WHO'S YOUR DADDY? - WINEGROWER NICK PEAY

Out here in the vineyard, winter is our slow season. On days that are not filled with rain, we prune last year's growth. The downtime due to the rain gives us time for winery projects and even the occasional ski jaunt; this year I enjoyed a powder-filled, back-country day on Grey Butte, beneath Mt. Shasta. Winter is also the time of year to collect budwood. Budwood is the dormant cane, cut into manageable lengths, containing a half-dozen dormant buds situated along the cane where leaves once grew. We use the budwood to replace twenty to thirty forlorn vines that perish over the past year for one reason or another. This winter I had the pleasure, and task, of collecting budwood for grafting onto the four new acres of rootstock we planted in the spring of 2008.

These are the last plantable acres on our estate property. Alas, a few apple trees from our site's days as an orchard were sacrificed, but a good sized erosion feature dating from the same era was finally mended. As this was the final opportunity to work with clones we did not already have or to expand with existing clones that we felt were particularly superior, determining what to plant required some deliberation. We settled on two clones of Chardonnay, two of Pinot noir and one of the two clones of Viognier that we already farm. Though I've already written a little on the history of the Chardonnay vine in California, my winter budwood collecting and accompanying research have filled me in on some more of the arcane lore of Chardonnay in the vineyards of California. Warning: this may be more detail than any but an oft-isolated grape grower finds fascinating.

Block sixteen was grafted to a second Old Wente selection (in the spring 2006 newsletter I wrote a little about the Old Wente selection we planted in 1998). This one originated from Lee Hudson's vineyard in Carneros. Lee says he received the budwood from Alexander Valley Vineyards, who must have sourced it from the McRae's or the Martini Old Wente mother block. What I personally know about this selection is that when I worked harvest at Newton in 1993, it was the best Chardonnay in the cellar; the competition was stiff, since an Old Wente selection from Larry Hyde's vineyard was also in the cellar. Lee warned me that his selection had a little leaf roll virus, but I am still excited to add another Old Wente selection of memorably top quality even if the clusters and yields are small.

Block seventeen was grafted to Chardonnay FPS 66. To counter-balance the madness of planting a known diseased clone - diseased clones often delay ripening, and in Chardonnay produce tiny clusters - I planted certified clean material, hence the Foundation Plant Services (FPS) number. But here's what's neat: In the early nineties, FPS introduced a new protocol for cleaning up virused submissions. You'll recall how in my earlier newsletter article I explained steam treatment of virused wood and its potential shortcomings. The new technique, shoot tip meristem culturing, is free of any shortcomings including unintended genetic mutations caused by the steam heat environment. Here's how it works: in a grapevine, the shoot tip grows faster than the virus that inhabits its vascular tissue. If you slice off a few hundred cells of the shoot tip and "plant" them in a petri dish, voila, you end up with a clean plant free of disease without any risk of genetic mutation!

And what was FPS 66 before it was cleaned up? Here is what the National Grape Registry (maintained by FPS, UCANR, USDA) says: "This selection is a Mt. Eden clone. FPS 66 was collected by FPS Director Deborah Golino from a Chardonnay block that had been planted by Simi Vineyards on Piner Road in the Russian River Valley around 1990. The source of the Mt. Eden clone plant material was grower Larry Hyde's vineyard in Carneros. Dr. Golino, viticulturalist Diane Kenworthy and Simi winemaker Zelma Long selected four vines from the Mt. Eden clone block at Simi. One of those four vines evolved into Chardonnay FPS 66, which first appeared on the California Grapevine Registration & Certification Program list in 1999."

I was very interested in pursuing a Mt. Eden selection of Chardonnay not due to any direct experience but because of the high esteem in which it is held by winemakers that I respect. It is California's other heritage selection line and has nothing to do with the Old Wente selections. Mt. Eden was brought in to this country from Burgundy by Paul Masson and planted at his La Cresta vineyard in 1896. Winemakers have lauded the Mt. Eden selection as an excellent blending component, known for both its minerality and power. When I went to investigate clone 66, though, the published story fell apart.

Zelma Long says she selected the material from Larry Hyde's place, with Diane Kenworthy, based on her enthusiasm for what Larry was selling Simi at the time. She remembers very virused vines, but thought the wine was superb. This selected material was propagated by Zelma and became the Piner Road Vineyard that Simi still

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A SENSE OF PLACE?...continued from page 3

As you can see on the map to the right, the “true” Sonoma Coast breaks into three regions: the northern region around the town of Annapolis off Sea Ranch; the central region with the oldest vineyards on the coast now referred to by some as Fort Ross/Seaview Road; and the southern region near the town of Occidental. Peay Vineyards was a pioneer in the far northern section. Vanessa’s article on page 3 goes into great detail about the soils found in this area and how the top layers that we see in our vineyard differ from the soils in the Central Sonoma Coast due to the addition of marine deposits. This is, of course, very important for determining our terroir. Our location above a river gorge only 4 miles from the Pacific Ocean is also important. We are discovering, however, that a critical factor for both vineyards in the northern and for those in the southern Sonoma Coast, is our elevation.

Our vineyard lies at 650-825 feet in elevation. Normally, temperatures fall by 1°F for every 400 foot gain in elevation. Along the Pacific Coast, this phenomenon is inverted as a layer of cold air—the inversion layer—is produced by a warm, less dense air mass moving towards the coast over the cooler, denser air caused by oceanic upwelling along the coast. This layer is maintained throughout the day and the breezes off the coast act as a fan blowing cold air along unobstructed land laying from sea level to 1,000 feet in elevation. Above this height, as in the central Sonoma Coast, and further inland, the normal relationship between temperature and elevation apply and it is hotter. Vineyards in this inversion layer are much cooler and as a result we achieve the Holy Grail in terms of high quality grape growing: cool sunlight. In an article Nick wrote last year, he discussed how scientific experiments concluded that cool sunlight produces fruit with the most flavor, complexity and, they determined, quality. If you’d like to learn more about that phenomenon, please go to our web site where we post all past articles. The most obvious affect of farming within the inversion layer are the cooler, more even temperatures we experience throughout the season and during the day. As a result, we have smaller grapes and more ripening days at lower temperatures often picking our grapes weeks after vineyards in the central Sonoma Coast and at lower levels of ripeness. If you’re interested in the effect of a longer growing season, please see an article I wrote in the Fall 2007 newsletter, *I Am Cooler Than You*.

At Peay Vineyards we make estate wines. As a result I am focused on educating people on why our vineyard is unique and how that translates into great wine. At some juncture, I am sure I will be asked to help break the northern Sonoma Coast into a new appellation based on some of the features I have described above. I’m a little ambivalent about this process since I only make estate wines and not very much at that. Why waste my energy promoting a new region? In any event, I will suggest that the person who created this mess should fix it. And, guess what, as it so happens that person sold the winery that created the Sonoma Coast appellation and planted 2 vineyards down the road from me. In addition to making wine for his own label he sells fruit and thus cares about the confusion created by the diversity in quality and styles of wines from the vast Sonoma Coast appellation. Poetic justice, if I ever heard it.



I EXERT FOR DIRT...continued from page 4

is an amiable fellow; he seemed as he would be equally comfortable at a Grateful Dead concert as in a lecture hall at the university. I suggested we take a walk through the vineyard, but he made a beeline to the pond where we had excavated to build a reservoir. There along the exposed wall of soil layers he found impressions-- or external mold fossils-- of shells. Excited at our find, I tried to chisel out and pick up the piece of earth that contained the shell impression only to find that the silty sandstone around it crumbled. We would have to try to make casts in order to preserve the fossils we found.

Back in our kitchen we shared some wine with Dr. Wright and talked. I asked him about Higgins' comparison of the soil composition of the Ohlson Ranch Formation to the Merced Formation (which was later renamed the Wilson Grove Formation.) Higgins states that the formations are similar in appearance and seem to have been deposited at the same time under very similar conditions. Dr. Wright expounded as he does in his paper titled: *Geology, soils and wine quality in Sonoma County, California*, "The sandy loam soils of the Gold Ridge-Sebastopol series form as a direct result of breakdown of rocks of the Wilson Grove Formation. The low ridge running from Forestville to Sebastopol and south to Cotati is the classic terroir of this association, now being recognized as prime land and climate for Pinot Noir and Chardonnay grape varieties." And then sometime after his visit to our vineyard he amended his research paper to state: "Similar rocks and soils occur in the northwestern part of Sonoma County, capping ridges north to Annapolis and providing sandy soils for high Sonoma Coast vineyard sites, prime land for Pinot Noir (Peay and Annapolis vineyards.)" Wow, is geology cool or what?

Thrilling as it may seem, I am not about to quit my day job as a winemaker to pursue geology. I was very excited, though, to learn more about what makes our land interesting and perhaps unique. We named one of our Pinot noir cuvées "Scallop Shelf" because I feel the name really reflects the sense of place of the wine, its character of elegance and finesse. There is a Kashaya Pomo Indian place name for this area which is *meyécci batiwal li* which means 'where scallops lie.' I am not sure if this was their name because of the shellfish they foraged in the coastal waters or they were referring to the same fossils in the ancient marine terraces we, too, find centuries later. So when you have our wine, think of that poor scallop who was no doubt minding his own prehistoric business, filter-feeding at the bottom of an ancient inland sea when the next thing he knew there was an earthquake and he lay at the top of a ridge. He probably wasn't delighted-- but we hope you are.

WHO'S YOUR DADDY...continued from page 5

farms today, yielding around 3.5 tons per acre. It was never replanted with the cleaned up version of itself. Zelma submitted the budwood to FPS in 1994 and does not remember if it was called Mt. Eden or something else. Larry Hyde says he never had a Mt. Eden clone, though he does have some very virused stuff (including one with a pretty acute virus called corky bark) on St. George that came from the central coast. Heavy infection, including corky bark, is consistent with Mt. Eden grown elsewhere. Diane Kenworthy seems to remember that internally at Simi, they began referring to their Hyde selection as Mt. Eden because they knew something about where Larry's source obtained the material. A viticultural consultant that knows Larry's vineyard was very excited about this virused material, informing me that Larry had recently sent this material to FPS to be cleaned up, and it would be released soon.

So I decided to call the owners of the famed old vineyards from the central coast to see what I could uncover about the source of Larry's very virused wood. Jeffery Patterson of Mt. Eden says that he never gave any budwood to Larry Hyde. Josh Jensen from Calera planted his Chardonnay in the seventies, before Jeffery bought Mt. Eden. Josh says he planted Old Wente obtained from a nursery, available because a customer canceled their order, and has never brought any Mt. Eden onto the property. Hmm. So either FPS is incorrect in that 66 is not Mt. Eden but an Old Wente selection (and the material has recently been submitted to be cleaned up, now for a *second* time), or Diane's source is wrong and the Piner Road material originated from somewhere else.

When I went to pick up the material from FPS, Deborah Golino mentioned that Zelma wasn't present the day that she and Diane selected the budwood and that the Piner Road vineyard had a collection of heritage material from which they selected what was *thought* to be Mt. Eden, with the source unknown or undisclosed.

Well, what to make of that?! So despite my best intentions to play it safe with our second planting of Chardonnay, we have an experiment, yet again. I am optimistic; in fact, I am quite excited. But if the wine turns out to be ordinary, at least we can graft over to a different selection and won't have to rip out the vines. If we can't be sure of the vine's origins, at least the "certified" status guarantees that the vines are virus-free. It reminds me of the hour I spent looking for one of my skis in a powder field this past winter. Sweaty and exhausted, I finally felt a solid smack under my pole. And I was off.



GROUP 3 ORDER FORM

WINE	MAXIMUM ALLOCATION*	BOTTLES ORDERED	PRICE	TOTAL	ADDITIONAL BOTTLES?
2007 SCALLOP SHELF ESTATE PINOT NOIR	6		\$52		
2007 SCALLOP SHELF - <i>MAGNUM</i> <i>20 case production, hand bottled</i>	1		\$110		
2007 LA BRUMA ESTATE SYRAH	6		\$45		
2007 LA BRUMA - <i>MAGNUM</i> <i>20 case production, hand bottled</i>	1		\$100		

ORDERING:

You can order your allocation **online** at our Wine Shop www.peayvineyards.com, by **fax** at (510-848-8368), or by **mail** (207A N. Cloverdale Blvd #201, Cloverdale, CA 95425). **No email orders, please.** If you want to order online and **can not find your user name and password**, please email Andy at andy@peayvineyards.com or Ami at ami@peayvineyards.com.

***If you would like more than your allocation**, please put in the additional bottles column your wishes or email us and we will adjust your order if we can.

Sub-total				
Sales Tax				
Shipping				
Total				

SHIPPING:

To conform with Federal shipping laws, most states have allowed direct shipping but some charge state sales tax. We pay all permitting and excise taxes but ask that you pay the sales tax. UPS prices continue to go up even though fuel prices have gone down. Hmm. If your **state is not listed below**, please email us. Most likely there is some alternative available. Shipping rates for magnums are a little higher per bottle than listed below. We will **start shipping wines in early November**. We will have a **pick up day at the winery on November 7th**. Please indicate pick up when ordering so we can contact you with final details. If you do not make the pick up, we will charge your card and ship to you.

GROUND PRICE PER ORDER

2 DAY PRICE PER ORDER

SALES TAX

# of Bottles	GROUND PRICE PER ORDER			2 DAY PRICE PER ORDER			
	CA # OR	AZ, CO, ID, NM, NV, WA, WY	CT, DC, FL, GA, IA, IL, MI, MN, MO, NH, NJ, NY, NC, OH, TX, VT, VA, WI, WV	CA, OR	AZ, CO, ID, NM, NV, WA, WY	CT, DC, FL, GA, IA, IL, MI, MN, MO, NH, NJ, NY, NC, OH, TX, VT, VA, WI, WV	AK, HI
1	16.50	\$17.00	\$18.25	\$22.00	\$25.10	\$27.45	\$48
2	18.00	\$18.25	\$20.00	\$27.50	\$29.50	\$35.00	\$52
3	18.50	\$18.90	\$23.20	\$32.15	\$37.35	\$45.25	\$64
4	20.00	\$23.20	\$27.75	\$40.00	\$44.25	\$52.75	\$78
5	21.75	\$25.00	\$33.45	\$42.75	\$48.25	\$57.80	\$82
6	24.50	\$27.00	\$35.00	\$43.75	\$53.25	\$61.75	\$88
7	25.25	\$29.45	\$37.40	\$50.00	\$56.00	\$73.25	\$98
8	28.10	\$32.00	\$45.00	\$51.50	\$60.00	\$76.00	\$107
9	29.50	\$33.75	\$46.45	\$53.75	\$62.20	\$79.95	\$113
10	31.75	\$35.50	\$49.50	\$58.45	\$64.35	\$83.90	\$119
11	34.00	\$38.00	\$53.75	\$60.20	\$68.35	\$87.55	\$128
12	36.50	\$39.85	\$56.75	\$64.50	\$71.50	\$96.50	\$131

AZ	5.6%
CA	9%
CT	6%
GA	4%
HI	4.5%
IL	6.25%
MI	6%
NC	6.75%
NH	8%
NY	8.75%
OH	5.5%
TX	6.25%
VA	5%
VT	6%
WA	8.9%
WV	11%
WI	5%

SHIPPING ADDRESS (NO P.O. BOXES, PREFER BUSINESS):

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

BILLING ADDRESS (IF DIFFERENT)

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

Name on CC: _____ CC#: _____ CVVS: _____ Exp. _____

Card Type: MC, Visa (no AMEX or Discover, please) Signature: _____

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. When the wine is delivered, the person receiving the wine will be required to prove that he/she is 21 years old. Signature: _____ **Thank you!**

