Many of you heard we had quite a harrowing end to the 2019 harvest. For those who did not, Nick Peay was badly burned in an electrical accident at the winery during the fires and power shutdown in Northern California. It was quite scary but he has recovered remarkably well, and quickly. For those keeping tally, add this severe burn to his tractor accident over a decade ago, and Nick has only seven more lives to go. Nick is a tough cat and he focused on healing while the team at Peay Vineyards stepped in to take over the many jobs he performs during harvest as our vineyard manager: picking, tractor driving, trucking, sorting, digging out tanks...

This experience caused me to reflect a little on life and our business. Once we learned that Nick had not been electrocuted—which likely would have killed him—and that he would be able to use his right hand again, I think our most powerful emotion was gratitude. Gratitude for our health, the people in our lives, for the hospital staff, for good luck. Thinking about our business, I was able to stop ruminating on “what are we going to do if Nick is no longer able to run the vineyard?” and instead consider how we have grown as a company and, more importantly, as a team over the past 20 years (page 4). Vanessa, our winemaker and Nick’s wife, remained focused on the tasks she could control throughout this ordeal which, once it was behind her—the vintage and his accident—led her to muse on the meaning of the word “natural” in wine and childbirth (page 3). And as wine went to barrel in November, we started to plan for the year ahead. On page 7 you will find the first half of our 2020 calendar and below are detailed tasting notes on the Spring wines from the 2018 vintage.

The 2018 growing season was superb out on the coast. Yields were healthy and the quality of the fruit was very high. Further, our vines entered their 20th year in 2018 and there were so many barrels of great wine that we had little trouble with blends and the “lesser” cuvées are dynamite as they have clones and blocks that in leaner years may be in estate cuvées. You pretty much can’t go wrong ordering wine from us this year. We are all feeling lucky for how well our wines are turning out, for being alive, and for your support of our efforts to make distinctive, high quality wine. So, thank you for being part of the Peay team. May we share many vintages together in the years to come.

**2018 Peay Vineyards Sonoma Coast Chardonnay**

The 2018 Sonoma Coast Chardonnay reinforces the impression that has been building over the past two vintages about this blend’s potential. We winnowed down the outside fruit to less than 20% and kept total production small at 550 cases. The remaining 80% of the blend is Chardonnay grown on our Estate vineyard and the structure and profile of the Sonoma Coast Chardonnay is very much one of a Peay Estate Chardonnay. The nose is floral and powerful. Some baked pear and apple notes sit deep in the bottom of the glass. The mouthfeel is like silk and velvet wrapped around an iron spine. The roundness lays across the mid-palate and the acidity at the edges of the tongue cause you to salivate, recharging your mouth and brain for the next bite. There are citrus rind and lemon curd notes on the finish. This is delicious and will be for many years. I challenge you to find this complexity and profile at this price from anywhere in the world.

**2018 Peay Vineyards Estate Viognier, Sonoma Coast**

The Viognier we make—like the vineyard where we grow our Estate grapes - lies on the far side of the spectrum of what you will taste from anywhere in the world. Most Viognier has strong peach and lychee fruit notes and can be soft and unctuous, oftentimes finishing with a little alcohol burn and perhaps a touch of bitterness. This is not what our Viognier tastes like. The expression of the delicious 2018 Estate Viognier is remarkable and typical of our style. The nose features pretty, high-toned, floral notes of linden and lilies, and lemon thyme herb. The aromas on the palate are consistent with the nose adding some chalk and lemongrass notes. The wine is quite direct with high acidity and real backbone and energy. The overall mouthfeel and structure reminds me more of Sauvignon Blanc than Viognier. With a little air the wine broadens but despite aging in neutral barrels and lees stirring this is decidedly a brisk and fresh white wine. If you are already a devotee you will be very happy with this vintage. If you are a neophyte and this sounds compelling, I suggest you try one to see why this wine is in such high demand.

Continued on page 2
2018 Peay Vineyards Sonoma Coast Pinot Noir 1,300 Cases
This wine is a stunner. I tasted all the wines at one seating and the nose on this wine stood out. All I wrote the first time was... gorgeous. Aromas of orange rind, raspberry, violets, and hints of Christmas spice leap out of the glass. I kept going back to it over the two hours I tasted and it mellowed out a bit and the aromas coalesced into a wine I could just sit and smell all day. The flavors in the mouth are consistent with the smell and the fruit components are given ballast by earth, tea, and bark notes mixed with leather and anise seed. There is notable depth of flavor which should not surprise me as many barrels that usually go in Scallop Shelf, Ana or Pomarium are in this blend as we had plenty of Pinot noir due to healthy yields. This is a very 2018 Pinot noir; it has nerve while appearing robust. The finish adds a little dried blood and iron that Burgundian lovers are familiar with in their Pinot noirs. The tannins on the finish are present but silky and will soften with a little food. The wine is excellent now and will age for at least 10 to 15 years.

2018 Peay Vineyards Savoy Pinot Noir, Anderson Valley 375 Cases
This is a classic Peay Savoy Pinot noir, really capturing the friendliness and grace of wines made from this vineyard. The nose features Bing and red cherry fruit aromas accented by smoky, velvety notes. A little bit of a maraschino cherry smell sits deeper in the glass. On the palate a hint of sarsaparilla and clove combine with the aromas from the nose and linger on a long finish. It is neither fruity and lush nor is it hard and austere. There is an “iron fist in a velvet glove” character to this wine that makes it memorable and noteworthy. If you have had Savoy made by other wineries, I recommend you try a bottle as this is a little different than what you’ll find out there. When I pour our Savoy with the line up of all my Estate Pinots it stands out as distinct as far as fruit character and texture yet retains the focus and complexity you find in any Pinot noir made by Peay. It is a real pleasure to make and sell this wine and we hope you enjoy it as well.

2018 Peay Vineyards Pomarium Estate Pinot Noir, Sonoma Coast 575 Cases
We make our Estate wines blind to production information: we don’t know the clones, or the % oak, or the % whole cluster, or anything when we taste. After we selected the final blend for the 2018 Pomarium and looked at what clones and barrels made up our favorite blend, we were a little bemused. We selected a blend made from only two clones that are always in the wine, but the other 2-3 clones that are often there to provide lift and complexity, were not. The vintage was so good for Pinot noir that the strong blocks were multidimensional and didn’t need the “role player” clones to fill in gaps. Blending is a curious art and this type of experience keeps you humble on the difference between what you know and what you think you know. The final blend has only Dijon 667 and Calera clones of Pinot noir. As you would expect, the profile hews more to the darker fruit expression including plums and blackberry. There is depth of flavor across the mid palate—what I call density—but it is not fat or fleshy. A few anise and bark notes peek out in the finish along with some floral notes from a touch of whole cluster. This wine will continue to soften, integrate and improve with bottle age and for many decades afterwards. One for now and one for the ages.

2017 Peay Vineyards La Bruma Estate Syrah, Sonoma Coast 225 Cases
From the mailing list response to our recent vintages of Syrah, it is evident y’all are as excited with how wines from the Syrah vineyards are aging and evolving as we are. The 2017 vintage was a good vintage but yields for Syrah were way down and our production followed suit. We are not back to the 2010 and 2011 low production numbers (100 cases anyone?) but we have realized that Syrah may be a heavy cropper in warm areas, but out here in the cold hinterlands, we are lucky to get a ton and a half an acre. So, like last year we have much Syrah to offer you but we what we have is good. Really good. La Bruma features more of the blue fruit and floral character of the variety though it is not soft and juicy. The frame of the wine is taut with a spine of acidity and aromas of slate, leather, and dried blood lingering on the finish. The 2017 La Bruma is yummy now and will get better with even more time in the bottle and your decanter.

Interested in Visiting or Hosting a Private Tasting?
We invite you to visit us at the winery in Cloverdale or the vineyard on the coast. It is a special experience that is only available to our Mailing List customers. Fellow Peay customers will tell you it is a hike out to the vineyard but well worth it for the view and the time spent on the porch eating cheese and drinking wine with Nick. The best time to visit the vineyard is April through August during the week as harvest is hectic for us and it rains most of the rest of the year. At the winery, we also meet by appointment during the week and weekends. If you are interested in visiting either the winery or vineyard, just email Jenn at jenn@peayvineyards.com and we will try to schedule a visit.

Another option is the opportunity to host a Private Tasting in your home or club when either Derek or I are in your hometown. We will conduct a tasting for 30 of your friends, pour 5 Peay wines, and talk about the vineyard, the wines, and just about anything except politics and religion. We supply the wine, you supply the venue and people. This is an opportunity to not only have fun and meet our existing customers, but also for us to meet new people who may want to purchase wine and join the Peay cult. If this sounds interesting, please contact Derek at derek@peayvineyards.com and he will see if we plan to be in your town in the next year and are able to host a tasting.
I would have to say that one of my greatest, let us say, accomplishments (rather than achievements) is giving
birth to two babies without pain medication or what are commonly known as “natural” childbirths. I’m
not sure why that determines that a childbirth is “natural”. No woman in the world thinks the delivery of
her baby was other than “natural”. And I don’t think a mother has a diminished experience because she
uses pain medication. Until now, I’ve never mentioned it. After all, it’s not a competition and it makes
absolutely no sense to make such delineations. Everyone experiences pain differently and is entitled to de-
cide how to tolerate that pain without feeling judged. What I would call intense discomfort in one setting I
might experience as excruciating in another. For me, labor was painful but endurable—there are things I imagine would probably
hurt more: shrapnel, gunshot wounds, mustard gas, to think of a few. Yet, I reckon if I ever had to deal with some puffed up,
macho guy I would comfort myself in recalling the strength I had once possessed and say, “Oh yeah, tough guy, I bet you could-
n’t do THAT!”

Why did I decide to try natural childbirth if modern medicine provides a way to avoid pain? Who doesn’t want to avoid pain?
Even the durable, long-reigning monarch Queen Victoria before the birth of her eighth of nine children
inhaled chloroform—then a new anesthetic—from a handkerchief. She loved it, describing “blessed chlo-
roform, soothing, quieting and delightful beyond measure.” Having been in that rodeo more than a few
times she knew a thing or two about labor pain. Thus, this royal seal of approval established chloroform
à la reine as the beginning of a new era of pain relief during childbirth. For me, I think it came from a
feeling that I wanted to try to be in touch and aware of what my body was sensing and to allow it to do
what it does on its own. I had only witnessed one birth and I knew from that experience that the pain
relief medication given in an epidural can greatly slow the process of labor and make it harder to sense
what your body is doing, like going through contractions (well, obviously). So I didn’t want to feel out of touch with what my
body was doing and I certainly didn’t want to make the whole process longer—recollections of my sister being in labor for what
seemed like an eternity without any progress impelled me to want to avoid this scenario, pain or no pain.

So, during the labor of both my babies, with every contraction I would close my eyes and try to “rest”. Part of my body was doing
so much work that I figured that the remaining part of me should just relax and be at rest. Now, that’s one thing all those years of
yoga taught me: how to consciously relax, corpse pose being my favorite part of the practice. I must have looked like some kind
of narcoleptic not exerting any energy every two minutes: one moment I would be alert and chatty then a contraction would
come on and I would put my finger up as if to say, “Hang on,” close my eyes and it looked like I had fallen asleep. Then, when
the contractions were over, I would bring my consciousness back from wherever I had floated off to and pick up where I left off in
the conversation with the nurse. The hospital staff was completely bemused by this. I recall my obstetrician coming into the
room and asking the nurse, “What’s happening?” as she could not fathom the scene she was witnessing: that I was not hooked up
to an epidural yet I was so serene looking. I became the news of the delivery ward. Six months after the birth of my second child I
wrote a letter to my yoga teacher thanking her for guiding me and my practice through not just a knee surgery and rehab but
through two natural childbirths. It was from her that I learned that your body could be working really hard but you can still
maintain calmness and endure with little struggle by keeping your breath and focus steady. Because what is labor after all? Labor
is work. I thought that if I could really focus on being steady, I could observe the process unimpeded by outside influences and let
my body do the work that needed to be done. Was a natural childbirth necessary for me to have a good birth or to raise good chil-
dren? No, I just wanted to try to be in tune and understand the whole process and now it is part of my story.

There has been a lot of attention lately given to wines that are called “natural” wines. So, what exactly are “natural” wines? Eric
Asimov from The New York Times writes, “it’s a measure of how nebulous the issue is to say that many people disagree on the use
of that phrase... even trying to define the parameters is difficult and contentious”. What are considered the tenets of natural
winemaking? It’s a bit ambiguous, but the consensus is that a natural wine is one with nothing added or taken away. This typi-
cally means no chemicals in the vineyard or cellar, no filtering or fancy machinery, no added

Continued on page 7
I have boys ages 9 and 11 who play a lot of basketball. Recently, they conceded if they don’t make it to the NBA they are willing to consider other career options although, well, it is highly possible they will be drafted. First round, most likely. It is a little early in their lives for a lesson in statistics but it does not take high level math to work out the probabilities on the likelihood of this scenario. So, I have encouraged them to study – just in case – while they work on their left hand. And jump shot. Sure, the double pump reverse dunk will be their signature move as we all know they will be 6’8” or maybe even 6’10” but even the big man needs to hit the three in today’s game. While they are practicing their moves for the Dunk Contest, I encourage them to enjoy the game of basketball for the sheer pleasure it brings and to be sure they pick up some of the lessons a team sport can offer: working together to achieve a goal; finding roles on a team that complement one another and brings out the best in all of the players; witnessing the reward and pleasure in unselfish play; working through and overcoming doubt and cold patches; playing with people different than you and learning how to best communicate so all succeed. Anyone a Golden State Warriors fan? Yes, tough times these days and I am sure the schadenfreude runs deep in a lot of the country. But the Warriors of the previous 4 years were an absolute pleasure for any basketball fan to watch as they understood how to play together as a team. Yes, a team of individual stars each possessing blinding brightness, but playing together they made one another shine brighter. Kind of like this year’s Lakers.

This is something we are learning to do at Peay. When Nick and I planted the vineyard over 20 years ago we planned to share the grape growing job while Nick made the wine and I sold it. Ha. Laughable. Neat on paper but way too much for us to handle and totally impractical. For one, we are brothers. Anyone work with their spouse or family member? Yes, it is not at all like working with a non-related co-worker. The subtext for every action and conversation runs deep. He was more knowledgeable about farming as he went to UC Davis to study Enology and Viticulture. I had a lit degree and more muscle on my frame so until we had wine to sell that made me good for doing what I was told and lifting heavy objects. That arrangement lasted about a year until I determined that to achieve our goal of making great wine we both needed to be alive. That was not looking probable if he didn’t stop telling me in his special older brother way what to do. Then Vanessa came along and joined the Peay team and all of a sudden everything fell into place. Huh?

Vanessa had quite a pedigree from making wine at some of the best estate wineries in the world. Nick is no dummy and graciously handed off the winemaking role to her. Initially, Nick helped with the barrel work and would provide input on winemaking but over time he found he needed to say less about winemaking and instead focus his attention on the vineyard and his crew of vineyard workers. With Nick full time in the vineyard, I was released from the vineyard to use my MBA to get a paying job in the city and to return when we had wine to sell and a business to run. Over the next five or so years we learned – not always seamlessly – how to be supportive teammates. It took time to develop trust and not meddle unnecessarily but offer insight and encouragement when it was needed (and to know when it was needed and not when we were fretting and wanted “to offer just a little helpful” input.) We each operated within our own sphere of expertise and reached out when a situation required another person’s knowledge or advice. Over time, we had fewer meta conversations about communication – when you say x it is the way you approach it and not what you say – and instead could anticipate one another’s needs or desires without having to ask. We began to understand the overall operation through the lens of our little fiefdoms and how best to work together to achieve our goal of making great estate wines. We were still short a few key players on our squad, however.

When I returned full-time to Peay in 2002, I recognized immediately that I was not very interested, and hence not very good at, the detail-oriented tasks of bookkeeping, compliance, and inventory management. Into the void stepped Ann Murray. Ann is my surrogate mother. She nags me. She scolds me when necessary. I bite back and then feel remorse. You know, typical family dynamic. But, importantly, Continued on page 5
Ann has a sharp attention for detail and follows up on the threads that I lose as I run around representing Peay Vineyards. Without her, the business side of Peay would spin out of control and things would fly off leaving an empty checking account at the center. I try to keep Ann from driving customers crazy with bean counting questions and she tries to keep me from straying from systems that keep the trains running on time. It has worked for over 17 years and will for the next 17, I think.

Vanessa also recognized the need for a smart set of experienced hands to help her in the winery. Nick’s job as grape grower kept him on the coast during the week and in our first 10 vintages we hired a series of cellar masters and assistants to assist in performing the day to day winemaking tasks. In 2012, we hired Orion LeGuyonne as our cellar master and we have been incredibly fortunate as he has evolved into our associate winemaker and more. Orion is the glue at Peay. Vanessa is the boss, the palate, the fount of wisdom and experience, and the ultimate decision-maker. Her palate and focus you taste in our wines. Orion is the one tracking and working with the barrels all day in the cellar. He is smart, has a strong work ethic, and is reliable. You want to know where something is and what stage a wine is in, ask Orion. Though Orion was hired to make wine, he has seen the need in other areas of the winery and has stepped in to help with aplomb. Without a moment’s hesitation he will come in on weekends and host customers or if I am traveling, stand in for me at a tasting. He manages the winery’s extensive library inventory picking bottles for me to send for dinners. Annually, he takes three days to count every bottle and move over 2,000 cases of library wine until his arms won’t straighten. And despite all we ask, Orion is our resident good humor person; part wisenheimer, part sarcastic wit, part lyrical poet. Not to be undervalued. He is the oil that keeps all the relations running smoothly at Peay and is vital to our success. He makes us all better at our jobs.

Almost from day one, Nick realized the value of having the same vineyard workers every year farming our 51 acres. It is a big vineyard for our small operation (you have tiny yields to thank for that!) and the accretion of knowledge that comes from the same workers farming our grapes every vintage is priceless. Well, not exactly priceless, as I know the premium I pay to have a year-round crew even though vineyard work is on a 10 month bell curve. It is expensive but, without a doubt, it leads to better wines. Despite all the changes in the labor situation over the past 20 years, we have had essentially the same core of workers in the vineyard. Our foreman took the reins at a very young age and now is in his 15th vintage. He speaks the same language as my brother and not only understands what Nick wants done at every stage of the growing season but he also has the same emotional investment we do in our vineyard. When Nick was injured and hospitalized at the end of harvest this past fall, our foreman took over the vineyard and was able to get the blocks in when Vanessa wanted them. Without a hitch.

Speaking of which, about 7 years ago I began to realize that despite my best intentions I was not able to deliver the level of customer service I felt our direct mailing list customers deserved. You are the bulk of our business (and all of our profitability) and without you we would not be able to stay in business. We want every aspect of your interaction with us to make you feel appreciated and connected. Quite a bit is involved with getting wine ordered and delivered to a customer’s door, however, and at every stage things can happen that require some input from us. I became too busy to follow up on every customer service issue that popped up during and after release. Balls were being dropped. I was the one dropping them. In to catch came Jenn Velasquez. Any of you who have purchased from Peay in the last 7 years have received emails and maybe even phone calls from Jenn. Due to the demands of sales, I may be harried, running up a sand dune, responding to emails from a plane or rental car. Jenn, on the other hand, is calm, poised and efficient; all with a cool air and a smile. Yes, she can change your shipping address and delivery date. Yes, she considered the weather along the shipping route before submitting orders. Yes, she will find out if we have any more Roussanne or Elanus Pinot or…

And, lastly, a year and a half ago Derek Reijmer (page 6) joined us to help with national sales. Initially, I saw this as a way for me to spend a little less time on the road so I would see my family more often. An unexpected result has been the need for me to develop processes and systems to replace the more intuitive approach to wine sales I have practiced...
the last 20 years. Like most entrepreneurial ventures, there is a point where a business evolves and infrastructure must be constructed so the founder can stop running full pace with their hands in all the pies. I am still running but I trust my teammate Derek has “got it” and I can place my attention elsewhere. There is a diminished sense of panic with fewer defunct flagged emails, missed deliveries, and misplaced POs. My need to articulate what we are doing and our overall strategy also causes me to reflect more often on how best to achieve our goals. This has benefitted Derek, me and Peay Vineyards.

Anyone who works or plays on a team can tell you that there is a reason the word teamwork ends in work. It takes work to trust one another. Yes, sometimes people get together and everything flows naturally. But way more often, there is a process of learning to identify and coax out the value individuals contribute to achieving a collective goal. When this happens, you operate “in the zone.” And as anyone who was glued to their TV set watching the Warriors play basketball the past 4 years will tell you, it was a beautiful thing to witness.
sulfites”, and adherence to the idea of non-intervention in the making of wine to reveal the “true” nature of a wine. Yet, is a natural wine the “true” expression of authenticity? Will a wine that roams feral in its adolescent journey from grapes to wine become the best expression of its innate self with lasting quality? It is akin to saying does having natural birth make my offspring somehow better as an adult? Does it make them more likely to become the next Beethoven or to discover a cure for cancer or to win a Nobel Peace prize? Does it make them ultimately well-adjusted, well-rounded, upstanding citizens of this planet? Of course not. I believe that an important part of making quality wine is attentive grape farming but, equally as important, is the mindful and intentional transformation of the grapes into wine. Just like it is important that an expecting mom watch her nutrition - to begin with the best starting material - a winemaker must start with the best possible grapes. We take care of the grapes and the vines before they become wine by farming our vines organically. I can attest, however, that being organic farmers is anything but non-interventionist. It takes a lot of work, a lot of work by hand and a whole lot of people-power to farm grapes without conventional herbicides and pesticides. And the work does not stop there.

A child is not simply a product of nature, nurturing certainly plays a role in the development of a human. As farmers we cannot do much other than take nature as it comes and respond to the vagaries of weather. But with wine, as with child-rearing, I like to nurture, just a wee bit. If I wanted you to have fizzy, turned wine, I would give you a jar of our organic grape juice and tell you to set the jar aside for a few weeks and you could have your own natural wine DIY style. It might be a fun project, what do you think? That is what nature without nurture would likely do. I think, however, that to make wine that has lasting quality it is important to guide the winemaking process a little. This isn’t the same, however, as making wine in an industrial fashion where you preemptively undergo unnecessary winemaking processes in an effort to make a uniform style and ultimately a soulless and uninteresting wine. Quite the contrary. Guidance in the case of added sulfites, for example, is often there to stop bacteria and yeast from making grape juice or wine taste uniform, like vinegar, cider or Brett. You intercede to allow the “true” expression of the wine the opportunity to emerge. Often I do not need to add sulfur as we have such low pH (our wines our high in natural acidity) but sometimes I need to add just a little. To make it even trickier to know how to best guide the process, there is no single formula for rearing that is right for all wines (or children). For example, I like to use commercial yeast in the making of red wines. Why? Because I find our red wines ferment more slowly when I don’t rely on indigenous yeasts and this results in a better red wine. But I don’t add yeast in the white fermentations. Why? Because I find the white wines ferment more slowly when I use indigenous yeast and that makes a better white wine. Wait, huh?? Yes, that’s right, different winemaking for different wines for different reasons because the act of adding or not adding yeast has different outcomes for different circumstances. I have carefully observed these small nuances over the past 30 years, and it is part of a mindful and intentional approach to how I make wine. Yet I am comfortable bottling our wines without filtering or fining and occasionally the wines, though stable, are a little bit cloudy. We, however, do our best to present to you a wine that in the glass isn’t too cloudy as to cause concern or to become unsound over time. Unlike just about any other food, wine alone is a food that has an ability to give an experience not just for that moment like a dish at a restaurant, or for many months like an aged cheese, but for many years, decades even. It is a lasting experience that evolves slowly over time and gets better with time. It is my goal, then, to make a wine that not only has a mindful birth and childhood but ultimately lives a graceful and enduring life, too, so that you can enjoy it for years to come.

My experience with natural childbirth is an interesting background story to tell about myself and how my children came into this world just like the story of how a natural wine is made can be interesting. But to be great, you need to be more than interesting, you need to be delicious as my brother-in-law Andy once said. Just like in gastronomy, there is a whole panorama between serving up a plate of rotting meat (lutefisk anyone?) and a creative fancy of molecular gastronomy. Being a natural wine is no guarantee of quality or style just as is the case with “regular” wines. And just like people, there is a wide variety and diversity of the expression of the authentic self. For myself, in giving you the authentic me, I willingly embrace the inevitable effects of gravity on my face and body but am okay with a little make-up when I go out to dinner. I definitely brush my teeth, shower, and use deodorant before stepping out the door so you aren’t presented with my “natural” aroma. And I hope these are the personal interventions you are pleased that I do. But that is just me…vive la difference!

Peay Vineyards, 207A N. Cloverdale Blvd #201, Cloverdale, CA 95425  ●  www.peayvineyards.com  ●  andy@peayvineyards.com
Wines are limited and allocated based on previous purchasing history. When a wine is sold out it is likely gone for good unless we held a few cases back for emergencies. If your online allocation shows sold out, please contact us.

ORDERING:
Please use the link in the Release email you received from us a few weeks ago to enter the site to purchase from your allocation. You can also head directly to our website www.peayvineyards.com and select Purchase. Please use the user name and password you received when joining the mailing list for your allocations. If you cannot find your user name and password, your user name is the email address you gave when you signed up. Please click on the lost password button at the Wine Shop to be assigned a new password that you can change once in your account. You can also fax orders to 707-894-8723 using the form below. If you would like more than your allocation, please put your request in the wish list online or email andy@peayvineyards.com or jenn@peayvineyards.com. Thank you.

<table>
<thead>
<tr>
<th>750MLS</th>
<th>ML RELEASE PRICE</th>
<th># BOTTLES</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018 SONOMA COAST CHARDONNAY</td>
<td>$44</td>
<td>_______</td>
</tr>
<tr>
<td>2018 ESTATE VIOGNIER</td>
<td>$48</td>
<td>_______</td>
</tr>
<tr>
<td>2018 SONOMA COAST PINOT NOIR</td>
<td>$44</td>
<td>_______</td>
</tr>
<tr>
<td>2018 SAVOY PINOT NOIR</td>
<td>$59</td>
<td>_______</td>
</tr>
<tr>
<td>2018 POMARIUM ESTATE PINOT NOIR</td>
<td>$59</td>
<td>_______</td>
</tr>
<tr>
<td>2017 LA BRUMA ESTATE SYRAH</td>
<td>$54</td>
<td>_______</td>
</tr>
<tr>
<td>MAGNUMS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2018 POMARIUM ESTATE PINOT NOIR—1.5L</td>
<td>$125</td>
<td>_______</td>
</tr>
</tbody>
</table>

CREDIT CARD (PREFER VISA & MC)
NAME:________________________ CC#:________________________ CVVS:_______ EXP:_______
SIGNATURE:____________________

BILLING ADDRESS
NAME:________________________ STREET:__________________
CITY:________________________ STATE______ ZIP_______ PHONE:_______
EMAIL:________________________

SHIPPING:
There are 3 methods of shipping: UPS Ground, UPS 2 day air and Pick up at the Open House on May 9th. We use a superb third party shipping fulfillment company—Wineshipping. They get lower rates from UPS for shipping wine than any other company in the business. We charge you what they charge us. If you get lower shipping rates from other wineries, they are subsidizing the cost of shipping. We decided not to raise our prices to cover that subsidy. Money is fungible and we prefer transparency with our customers. All Ground orders east of the Rockies ship via Wineshipping’s refrigerated trucks to 5 temperature controlled warehouses located in New York, Dallas, Florida, Chicago and Atlanta. UPS Ground picks up from these warehouses and delivers to your door within 1-2 days. You will receive your tracking notice via email 1-2 days before the delivery. The rates for this service are less than UPS Ground from California and much more sound for the wine. The only catch is we must determine at least one week in advance if we will ship your order across country to you in Wineshipping’s trucks. For this reason, we attempt to be as conservative as we can be about shipping temperatures and will not ship unless forecasted temperatures are between 35 and 73 degrees. Shipping will start in February for “warm” states, March/April for “colder” states and will continue through the spring until it is too warm to ship.

UPS GROUND ____________ UPS 2 DAY AIR ______________ PICK UP on 5/9 _____________

SHIPPING ADDRESS (IF DIFFERENT THAN BILLING) NO P.O. BOXES, PREFER BUSINESS:
NAME:________________________ STREET:__________________
CITY:________________________ STATE______ ZIP_______ PHONE:_______
EMAIL:________________________