

# PETER PAUL WINES

P e t e r P a u l G r a p e v i n e P r e s s

**Special points of interest:**

- 2008 Vintage Great year despite vineyard frost damage
- Wine Club and Futures
- Oregon Pinot to Debut
- Current Releases
- Message from the Founder

**Inside this issue:**

Oregon Pinot	2
New Wine Making Team	2
2008 Russian River Valley Chardonnay	2
Temperance Hill	2
Wine Club Futures	3
Diamond Mt Cabernet	3
Message from the Founder	4

**2 0 0 8 H a r v e s t P r o m i s i n g D e s p i t e W e a t h e r C h a l l e n g e s**

Healdsburg, CA

2008 was a year of extremes in the vineyard. Spring frost was unlike any we have seen in the past forty years. The end result however was nature's way of thinning the crop. Although the crop was down from previous years as far as quantity, the quality remained excellent in our vineyards. While some vineyards saw devastating frost damage our vineyards were only down 10%-20%. Just as soon as the weather of Spring was behind us summer fires to the north erupted after a lightning storm. Luckily for us it did not affect the vineyards, however it provide for some tense days there in Au-

gust The Pinot Noir from Oregon's Willamette Valley was not affected by the same weather pattern and we had



Russian River Valley Pinot Noir

an excellent harvest from Temperance Hill Vineyard. Our vineyards in the Russian River Valley did very well and we are pleased with both

the Bacagulupi Chardonnay and The Russian River Pinot Noir. The Dutton Ranch Pinot Noir is outstanding. Cabernet Sauvignon from the North end of Napa Valley at the base of Diamond Mountain escaped harm from the frost and summer wildfires and is proving to be yet again an excellent vineyard producing a 2008 wine worthy of note. Overall, through the ups and downs of the 2008 vintage we are very pleased with the outcome and early barrel tastings confirm the high quality of the 2008 vintage. Peter Paul is continuing to seek vineyards to add to the portfolio in areas of Napa Valley and Sonoma.

**2 0 0 4 C a b e r n e t a n d 2 0 0 6 C h a r d o n n a y D e m a n d E x c e e d s S u p p l y**

San Rafael, CA

2008 was a great year for wines that over delivered for the price. Peter Paul Wines 2004 Napa Valley Cabernet Sauvignon and Peter Paul 2006 Russian River Valley Chardonnay were spot on

meeting market demand for quality Napa and Sonoma wines at affordable prices. "Customers went crazy in Q4 2008" says Kelly Young VP of National Sales for Peter Paul. While other wineries were lamenting over huge backlogs of inventory Peter

Paul's VP was trying to figure out how to keep everyone happy. "My markets in New York and California were buying everything they could get there hands on with regards to the Cab and Chard". The 2008 Chard and 2008 Cab are highly anticipated.

## Peter Paul Hires New Winemaking Team Jeff Morgan and Daniel Moore

Napa Valley, CA

Together Jeff Morgan and Daniel Moore have accumulated nearly 50 years in the wine industry. As MSquared Wine Consultants the pair offers a unique perspective based on their diverse professional backgrounds.

Based in the Russian River Valley, Daniel has made

wine for a number of noteworthy wineries such as Martinelli and Lynmar, where he was the founding winemaker and worked for over a decade. In the mid-1990's Daniel's excellent Lynmar Chardonnay and Pinot Noir led the Wine Spectator West Coast Editor Jeff Morgan to investigate just what it was that made Daniel's wine taste so good. Ultimately, Jeff left journal-

ism to embark on his own winemaking career after the new millennium. He and Daniel founded SolaRosa a winery dedicated to Rose' in 2001. The pair also produce Russian River Valley Pinot Noir and Dry Gewurtzraminer under the ZMOR label. Jeff who lives in Napa Valley, makes a Cabernet Sauvignon that he calls, Covenant.



Jeff Morgan (l) and Daniel Moore (r)

## Peter Paul 2008 Chardonnay

**“Oak in the background, delightful honeyed citrus and poached pears, underlying crisp acidity”**

Russian River Valley, CA

Russian River Valley Chardonnay has long been recognized as some of the best Chardonnays in the Northern California wine growing region. Multiple influences are at play here with the microclimate and soil conditions to bring about the perfect growing conditions.

When we look for vineyards we identify these very characteristics as well as clone type and health of the vineyard. Peter Paul winemakers have been working with the Bacagulpi Vineyard for some time and this proves to be the best vintage so far. The spicy Fruit is enhanced by a French Oak that really brings the fruit forward this

year. Early barrel tasting indicate a rich honey citrus layer with poached pears and oak in the background with underlying crisp acidity and a hint of minerality. Daniel Moore has been working his magic. This vineyard is the same vineyard that contributed to the Chateau Montelena Chardonnay in 1976 that won the Paris tasting.

## Peter Paul Adds Temperance Hill

Willamette Valley, OR

In a bold move Peter Paul has added the Temperance Hill Vineyard in Willamette Valley Oregon to his Pinot Noir offering for the 2008 vintage. “ We are very excited to bring this highly regarded vineyard in to our

program” quotes Peter Paul. “With Daniel Moore’s background making Pinot it only makes sense we expand to world class appellations in pursuit of the ultimate Pinot Noir’s” states Peter.

Peter Paul Wines will only

be offering 125 cases of this highly sought after vineyard.

Anticipated release of the wine is the fall of 2008. Peter Paul will be offering futures to Wine Club Members . Check the enclosed order form. Don’t miss this



Temperance Hill Vineyard Willamette Valley, Oregon

## 2004 Napa Valley Diamond Mountain Cabernet



Diamond Mountain Cabernet

Diamond Mountain has long been known as one of the most sought after mountain sub-appellations in the Napa Valley. The Diamond Mountain District obtained AVA status in 2001. The region with 5000 acres, is situated between St Helena and Calistoga in the northernmost part of the Mayacamas Range, which forms the western rim of the Napa Valley. There are little more than 500 acres planted to grapes – mostly cabernet-produced by less

than a dozen wineries and a little more than 20 growers. When Peter Paul set out to make a Reserve Cabernet this seemed the natural place to go. At an elevation of 2100 feet and a heritage back to 1895 the Constant vineyard is one of the most unique on Diamond Mt. This wine shows unique flavors of cedar, loam, mint and smoky leather with soft tannins. With just a limited production of 200 cases there are a small number left available.

## 2008 Futures Release

Folks receiving this newsletter have a unique opportunity to join the Peter Paul Wine Club. With the Charter Wine Club subscription you will get an opportunity to buy futures on our new wines at a 20% discount off Retail Pricing. We have some very exciting releases coming this fall. 2008 Russian River

Valley Chardonnay 100% French Oak aged 700 cases produced. Russian River Valley Pinot Noir 270 cases produced, Dutton Ranch Pinot Noir 300 cases produced, and Temperance Hill Pinot Noir 125 cases produced. There will be a number of different choices available. The Sampler Pack may be just what

you're looking for. One bottle of each of the new wines or the Mix and Match Case, 4 bottles of each. Be sure to order highly allocated Pinot before it is all gone. We will be updating the website and also sending order forms to our mailing list in the very near future with pricing and availability.



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20% discount.**

## 2006 Serracino Zinfandel

This Single Vineyard Designate Zinfandel is produced from grapes grown by the Serracino Family in Dry Creek Valley. The vineyard is extremely gravelly and planted to 80-year-old vines. It is dry farmed and produces extremely low fruit yields. The 2006 growing season saw a very late start, with bud

break not occurring till May, and a very late harvest. Growing conditions were excellent for the entire season. Grapes were hand picked and fermented in small batches that were punched down for three weeks. The wine was racked to barrels where it was aged for 15 months and bottled unfined.

An elegant styled wine that shows fine structure and finesse. Supple tannins support a core of black cherry and cassis, followed by hints of clove, black pepper and anise. The finish serves up toasty vanilla notes with good length at the end. This wine is currently available for \$20.00. Order form or Website.



Old Vines from Serracino Vineyards

PETER PAUL GRAPEVINE  
PRESS

**PETER PAUL**  
— WINES —

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*Fine Wines from Napa and  
Sonoma Valley*

Peter Paul is dedicated to making serious wine of depth and character. By sourcing our grapes from proven vineyards of quality that produce highly regarded wines we have established ourselves within the Napa Valley and Sonoma Valley appellations. Our commitment to time honored wine-making techniques as well as the finest quality oak and aging process have helped to produce some of the finest wines from these appellations at an approachable price for wine lovers everywhere. We want you to enjoy these wines with friend and family over a great meal

## Message from the Founder

I have always taken pride in creating something of value, sharing camaraderie and having fun in the process. Nowhere is it more apparent to me than in my wine business. If you have tasted my wines, you know that you are getting quite a valuable mouthful, for a relatively modest price.

In early 2008, we sold our Healdsburg Grove Street Facility to focus on making smaller production, single vineyard wines. I wanted to perpetuate the heritage of Peter Paul Wines as making 'great wines from great vineyards at a modest price'. We have worked hard over the past year

to continue my vision of doing just that. And when you taste our current wines, or our new releases, I hope you will agree that we have succeeded on that front.

My other vision is to 'give back to the communities where we live and work'. A significant portion of the proceeds of our winery sales support Headlands Foundation, a tax exempt organization that is focused on supporting local groups and causes that make life better for children and their families. We are engaged in our communities in a deep and meaningful way. We are proud of the many volunteers that make 'giving back'

an important part their lives. We can never thank you enough.



**Peter Paul  
Founder**