
SPRING
LETTER

2013

I S S U E
X L I



PETER MICHAEL
WINERY



A NEW DAWN IN COMMUNICATIONS

The Michael Family started the winery with a simple vision, “Mountain Vineyards, Classical Winemaking, Limited Production.” Similarly, our efforts to communicate about the winery and its wines started simple. Now, they have evolved to where we feel it appropriate to pause and provide a brief overview.

A new day dawns in Knights Valley. The first rays of the sun illuminate the morning fog below our La Carrière Vineyard.

—Continued on page 2

A NEW DAWN IN COMMUNICATIONS

—Continued from page 1

FACEBOOK:
[HTTP://WWW.FACEBOOK.COM/
PETERMICHAELWINE](http://www.facebook.com/petermichaelwine)

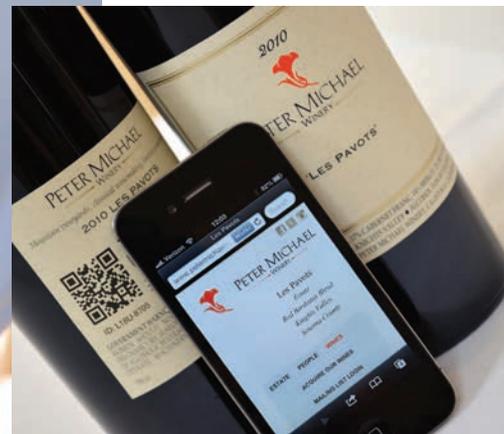
TUMBLR:
[HTTP://PETERMICHAELWIN-
ERY.TUMBLR.COM/](http://petermichaelwinery.tumblr.com/)

INSTAGRAM:
[HTTP://WEB.STAGRAM.COM/N/
PETERMICHAELWINERY/](http://web.stagram.com/n/petermichaelwinery/)

PINTEREST:
[HTTP://PINTEREST.COM/
PMWINERY/](http://pinterest.com/pmwinery/)

Left: Paul Michael was instrumental in the development of the winery's social media programs. As Paul puts it, "Both great wine and social media are meant to be fun and for sharing with friends. We want to share more of the life and happenings in and around our winery and vineyards."

Below: Scanning the QR codes on our back labels authenticates your bottle. Another click takes you to our mobile-optimized website.



We began with a short typewritten newsletter in the early 1990s. After a few years, this morphed into the four-color glossy piece that you are holding in your hands. As communication increasingly shifted to the internet, the winery launched its first website in the late 1990s. This site has since been retooled several times to keep pace with ever changing technical standards. Last spring, we unveiled our mobile friendly website, easily viewable on your smartphone. The impetus for this project was the addition of Quick Response, or "QR," codes to our back labels, permitting authentication of your bottle of Peter Michael with a simple phone scan. These also put our entire website at your fingertips with just a couple of clicks.

Still, this is only part of the picture. Paul Michael had his eye on the social media revolution in communications. Over the past several months, with Paul's guidance, the winery has quietly joined the social media world. You can now stay connected to Peter Michael Winery on Facebook, Tumblr, Instagram and Pinterest.

We felt it best to go with a mix of social media because each "platform" appeals to a different set of needs. Facebook is, perhaps, the best known social media platform, but requires users to create an account before they can see the content. Tumblr is a "micro blogging" site which, by contrast, does not require a user account to view our posts. Instagram is a photo sharing service created as a smartphone app with great appeal to those who "live" by smartphone. Pinterest is a pinboard style photo sharing website that allows users to create and manage theme-based image collections. When appropriate, we are "pinning" the images we post to our other social media platforms.

Links to the winery's social media pages are listed to the left. As Instagram itself runs only on Apple and Android smartphones, the link provided is to web.stagram.com, a website that makes Instagram accounts visible on the web. We hope you will choose to stay connected in whatever manner you find most convenient. ■

DECANTING WINE, WHY AND HOW

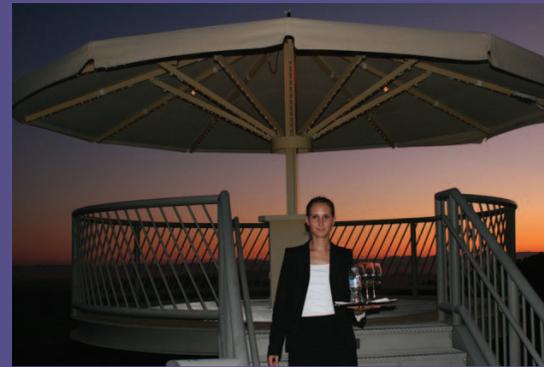


Above: Morgan Melkonian, the winery's hospitality and education manager, demonstrates proper decanting technique. Depending on the wine, this is important to remove sediment and allow the wine to open more quickly.

There are two basic reasons to decant wine. One, for aeration; this allows the flavors to develop. Two, to clarify the wine by leaving behind any sediment. The first case applies more to young wines and the second to unfiltered wines and older wines. In general, our young wines benefit from aeration. We will frequently decant the young Chardonnays and Cabernet blends so they show more fully developed aromas when they are served. For young Chardonnays, about 30 minutes works just fine. For young Cabernet blends, two hours or more produces the best results. We do not decant our Sauvignon Blanc or Pinot Noirs as these wines seem to open quickly enough in the glass. Similarly, older wines do not generally benefit from aeration, so we decant them to remove any sediment and serve them immediately.

Here are some simple steps to help you decant smoothly:

- Storing your wines on their side, label facing up. This will ensure that any sediment is deposited on the side of the bottle opposite the label.
- Before decanting, gently place the bottle upright so that the sediment falls to the bottom. Let the bottle settle for at least a few hours; the longer the better.
- Without moving the bottle, carefully remove the cork. The goal is to leave the sediment undisturbed.
- Gently pour the wine into a decanter with as little agitation as possible. The goal is one long slow smooth pour. Leaving a small amount of wine in the bottle will ensure the sediment is left behind. Holding the bottle over a strong light source, traditionally a candle flame, makes it easier to see the sediment. ■



PETER MICHAEL FOUNDATION 2013 EVENTS SAVE THE DATES!

FOUR EXCEPTIONAL CULINARY EXPERIENCES IN 2013 TO BENEFIT THE PETER MICHAEL FOUNDATION, SUPPORTING VISIONARY PROSTATE CANCER RESEARCH.

For reservations or further information please contact the Peter Michael Foundation: 415.339.0400.
jenny@petermichaelfoundation.org

APRIL 25

STARS & STRIPES SILICON VALLEY
MILITARY VEHICLE TECHNOLOGY FOUNDATION
PORTOLA VALLEY, CALIFORNIA
Chefs Curtis Di Fede & Tyler Rodde of Oenotri

MAY 16

STARS NEW YORK 2013
STUDIO 450, MANHATTAN
Chef Nobu Matsuhisa of Nobu

**JULY 27
STARS 2013**

CÔTE DEUX MILLE ON THE
PETER MICHAEL ESTATE, CALISTOGA, CALIFORNIA
Chef Douglas Keane of Cyrus

**FALL 2013
SOUTHERN STARS**

FEARRINGTON HOUSE, PITTSBORO NORTH CAROLINA
Executive Chef Colin Bedford

2013 RELEASE SCHEDULE

SPRING:

2010 LES PAVOTS
Estate Cabernet Blend

2011 LA CARRIÈRE
Estate Chardonnay

2011 BELLE CÔTE
Estate Chardonnay

FALL:

2010 L'ESPRIT DES PAVOTS
Estate Cabernet Blend

2012 L'APRÈS-MIDI
Estate Sauvignon Blanc

2011 MON PLAISIR
Estate Chardonnay

2011 MA BELLE-FILLE
Estate Chardonnay

2011 LE MOULIN ROUGE
Pinot Noir

2011 LE CAPRICE
Estate Pinot Noir

2011 MA DANSEUSE
Estate Pinot Noir

2011 CLOS DU CIEL
Estate Pinot Noir

Note: Due to the small size of the Chardonnay harvest, no Cuvée Indigène or Point Rouge were produced in the 2011 vintage. Please look for these bottlings to return with the release of the 2012 vintage next year.

2013 SPRING RELEASE

The Winemaker's Tasting Notes

2011 LA CARRIÈRE

Estate Vineyard Chardonnay



The signature of this vineyard remains its terroir-driven minerality. Aromas of pastry, lily, hazelnut and sweet pear alongside accents of mandarin orange, honey, acacia and vanilla complete the elegant bouquet. Citrus oils, white peach and lemon highlight the minerality. The magnificent concentration and elegance on the palate sculpt the structure of this wine, offering intensity and richness.

2011 BELLE CÔTE

Estate Vineyard Chardonnay



Distinctly intense and powerfully hedonistic aromas of lychee nut, citrus and rose petal come to mind with a pronounced background of mineral, orange, caramel, dry apricot, "Reinette" apple, toasted almond and notes of quince. Brioche and pain grille complete a creamy mouth feel. The 2011 Belle Côte is enjoyable now and will continue to develop its unique expression of terroir for seven-plus years.

2011 CUVÉE INDIGÈNE

Estate Vineyard Chardonnay

Due to the small size of the Chardonnay harvest, no Cuvée Indigène was produced in the 2011 vintage. Please look for this bottling to return with the release of the 2012 vintage next year.

2010 LES PAVOTS

Estate Vineyard Cabernet Blend



Saturated ruby color with a nuance of vermilion, 2010 Les Pavots reveals a deep bouquet of strawberry, black cherry, black currant, blueberry and blackberry, with nuances of cedar, cacao, cigar box, black tea, graphite, a stylish 'garrigue' touch, forest floor, sweet vanilla and cloves. Extremely full-bodied, this wine offers the same rich, ripe fruit impressions on the palate. The mouth feel is dense and round, with elegant tannins, which leads to a long finish. Complex, the 2010 Les Pavots will benefit from another year of cellaring for near term enjoyment and will age gracefully for a decade or more.



GROWING SEASONS AND HARVESTS

By Nicolas Morlet, Winemaker

THE 2010 VINTAGE

Spring of 2010 was unusually cold. The unseasonable temperatures delayed bud break by a full month and slowed canopy development. Late spring winds added to these early season challenges, leading to uneven fruit set. In response, our vineyard crew conducted extensive green harvesting leaving only a small crop of the most perfect fruit on the vines. Ripening took place in mild conditions with a late burst of heat just before harvest allowing the flavors to fully develop. Though challenging, the 2010 vintage allowed us to dry-farm, creating a wine with massive structure, length and elegance.

THE 2011 VINTAGE

The 2011 growing season started with a cool wet spring. While our vineyards did not experience any frost, the temperatures delayed bud break. Windy conditions during bloom reduced the size of the crop. The weather from fruit set through harvest stayed even, cool and mild. This coupled with the ample spring rains allowed us to dry farm in this vintage. To ensure proper ripening, we meticulously worked on the management of the canopy and thinned the crop further. Harvest occurred one month later than average, but in ideal weather conditions. We picked the grapes at a lower than average sugar content but with full flavor development. The yields were very low, but the resulting wines are flavorful and elegant, exuding precision and balance.

“Mountain vineyards, classical winemaking, limited production”



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WINERY

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