



It gives us great pleasure to welcome you as a new member of Peter Michael Winery.

Since planting the first vines over forty years ago, many great memories have been shared over a glass of wine from this special place in Knights Valley.

Today, our family continues to treasure the spectacular views that the vineyards on Mount Saint Helena offer high above the valley.

We hope you enjoy these wines and we invite you to visit and experience those same views with your family and friends.

With our thanks,

A handwritten signature in black ink that reads "Paul + Emily". The "Paul" is written in a simple, slightly cursive style, followed by a plus sign, and "Emily" is written in a more flowing, cursive script.

Paul & Emily Michael



*“Maggie and I looked at each other,
looked at the **VINEYARDS COVERED IN
POPPIES**, and I said, ‘What could be better than
a California poppy?’ . . . and **THAT WAS IT.**”*

—Sir Peter Michael

We are delighted to welcome you as a new Peter Michael Winery member. With your first wine offer approaching, we would like to share this guide to inform you of the story and process of acquiring our wines.

Our team is available to assist you with the process at any time.

With gratitude,

The Peter Michael Winery Hospitality & Member Teams

phone 1.800.354.4459
email pm@petermichaelwinery.com
web petermichaelwinery.com



100 x 100

100 Percent Family-Owned for 100 Years

Since we discovered the Knights Valley ranch over forty years ago, we have learned a particular kind of patience from which we frame and refine our work, always keeping a long-term view in mind. Our experience as a family—three generations now—has inspired a shared vision and commitment to what we call “100 x 100”: 100 percent family-owned for the next 100 years. We believe this intention informs not only our day-to-day practices in the fields and the winery, but achieving the desired quality of wine that is authentic to each estate vineyard terroir.

First Generation: *Sir Peter & Lady Michael*

Second Generation: *Paul & Emily Michael*

Third Generation: *Elliot, Anna & Mylo*



ROBERT FIORE

Winemaker

Joined Peter Michael Winery as the winemaker in March 2020.

Holds a Master's Degree in Geophysics from the Colorado School of Mines, and viticulture and enology from the University of California, Davis.

Winemaking experiences span from Burgundy to California with producers such as Domaine Michel Lafarge and Continuum Estate.

His years of work in geological sciences naturally inform his approach to winemaking.





JAVIER AVIÑA

Vineyard Manager

Joined Peter Michael Winery in January of 1991.

Arrived in California as a teenager, after spending his early life in Michoacan, Mexico.

Came to Napa Valley in 1977, working for Robert Mondavi Winery and then Monticello Cellars.

Spent his entire life in agriculture, learning from the land. Javier brings his vast experience, precision for farming, and professionalism to the vineyards at Peter Michael Winery.



LAND STEWARDSHIP

Environment and Sustainability

Our three estates collectively span almost 1,200 acres (483 ha), with only 201 acres (82 ha) planted. The remaining land is preserved as a wildlife corridor.

Sustainability Practices & Resource Management:

- Solar energy (*supplies 85%*)
- Water capture
- Habitat and native plant restoration
- Erosion control
- Owl boxes
- Cover crops

Certifications:

- Fish Friendly Farming*
- Sonoma Sustainable Vineyard Certification**
- California Sustainable Winegrowing Alliance*

**applies to the Seaview and Knights Valley Estates*



ESTATES

Knights Valley / Seaview / Oakville





KNIGHTS VALLEY ESTATE

Sonoma County

Total acres: 750 acres (304 hectares)

Acres under vine: 149 acres (60 hectares)

Vine elevation above sea level: 900–1,900 feet (275–580 meters)

Soil: Rocky volcanic-origin rhyolite; upper vineyards have the addition of compacted volcanic ash

Varietals grown: Whites—Sauvignon Blanc, Sémillon, Chardonnay; Reds—Cabernet Sauvignon, Cabernet Franc, Merlot, Petit Verdot

Year purchased: 1982





SEAVIEW ESTATE

Sonoma Coast

Total acres: *400 acres (162 hectares)*

Acres under vine: *26 acres (11 hectares)*

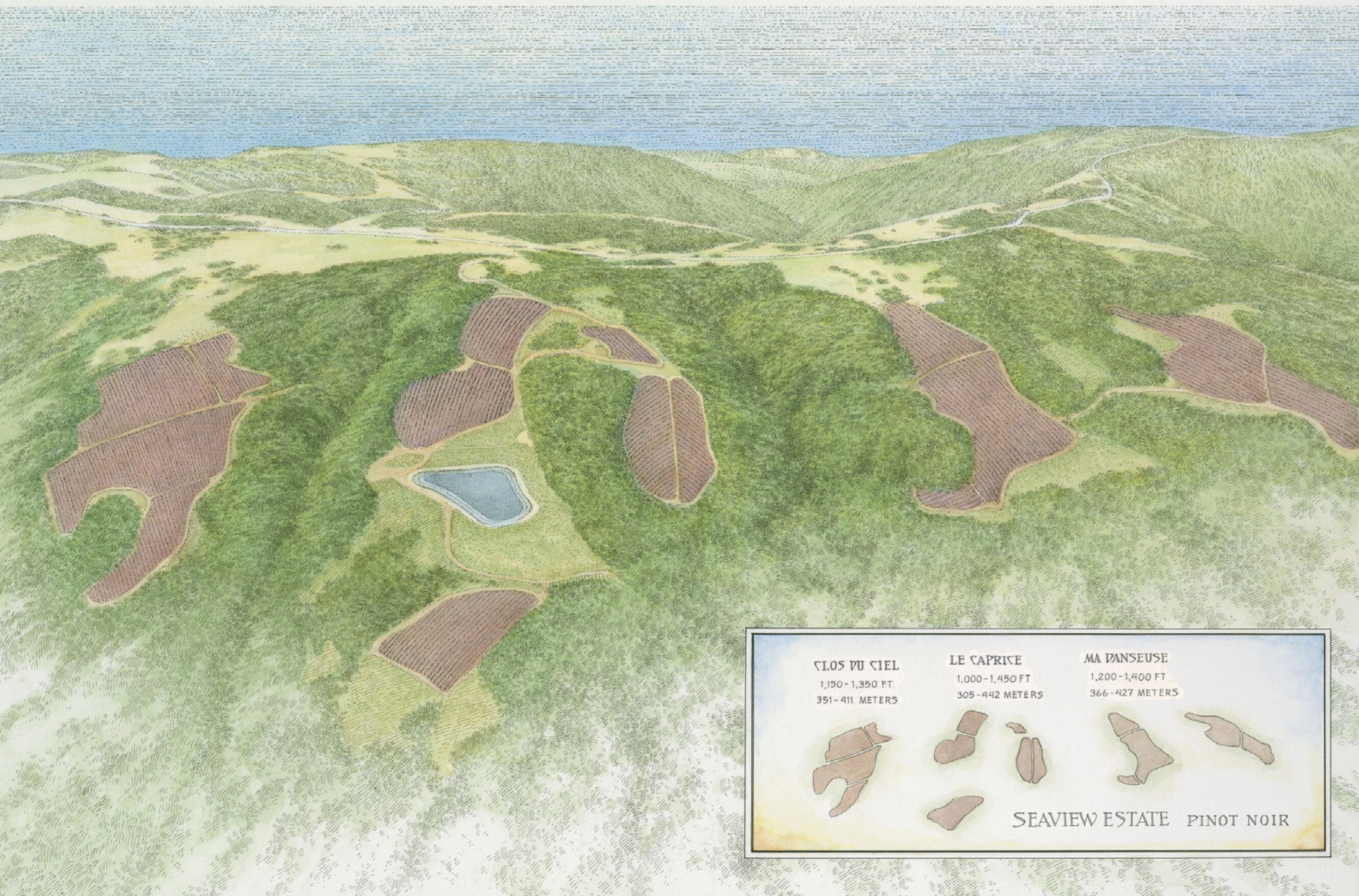
Vine elevation above sea level: *1,000-1,450 feet (305-442 meters)*

Soil: *A patchwork of rocky alluvial sediments, decomposing volcanic material and clay*

Variety grown: *Pinot Noir*

Year purchased: *1997*





CLOS DU CIEL
1,150 - 1,350 FT
351 - 411 METERS



LE CAPRICE
1,000 - 1,450 FT
305 - 442 METERS



MA DANSEUSE
1,200 - 1,400 FT
366 - 427 METERS



SEAVIEW ESTATE PINOT NOIR



OAKVILLE ESTATE

Napa Valley

Total acres: *41 acres (17 hectares)*

Acres under vine: *26 acres (11 hectares)*

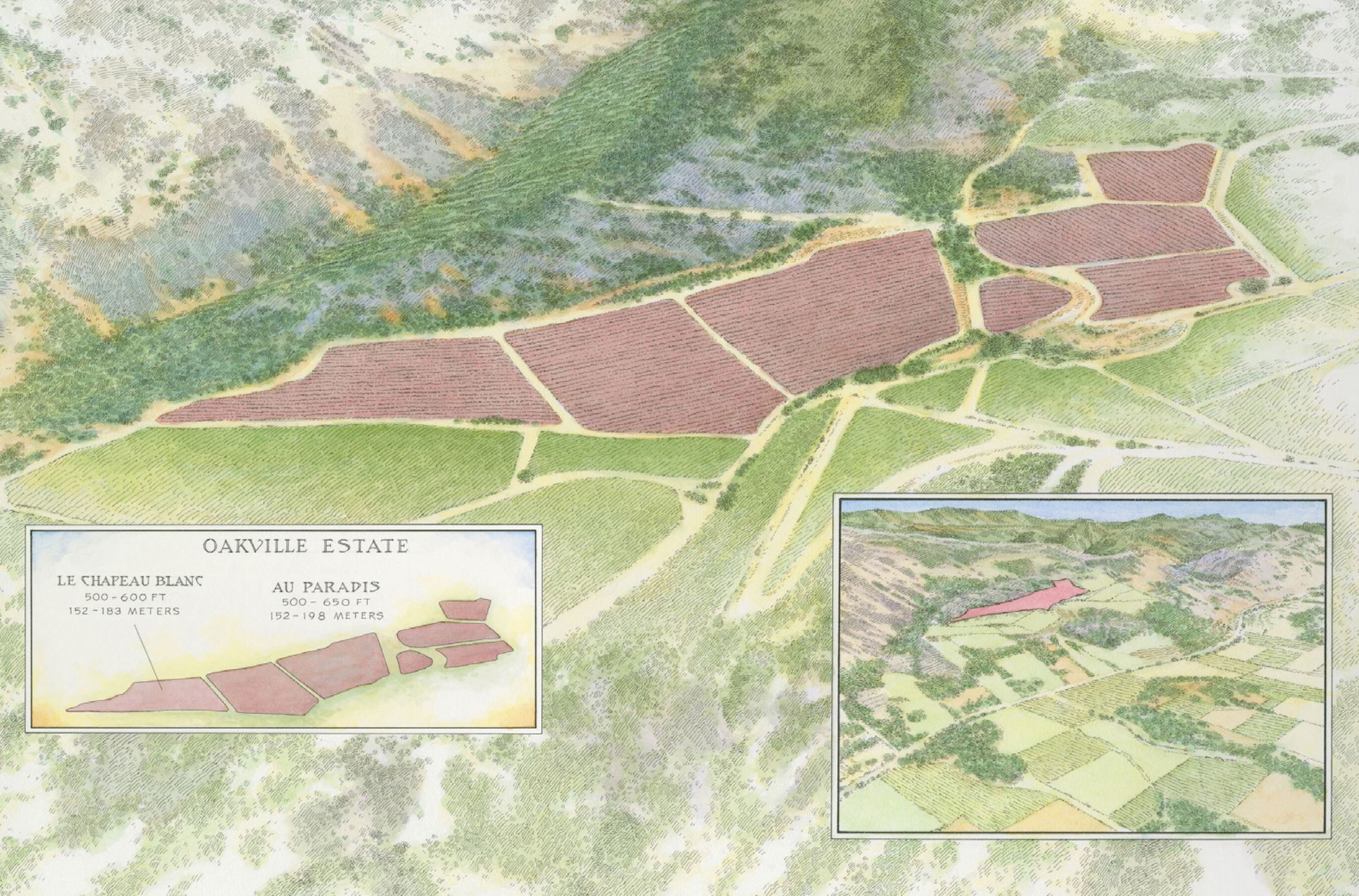
Vine elevation above sea level: *500-600 feet (152-183 meters)*

Soil: *Rocky red Boomer loam of volcanic origin—40% clay, 30% silt and 30% sand*

Varietals grown: *Cabernet Sauvignon, Cabernet Franc, Merlot*

Year purchased: *2009*

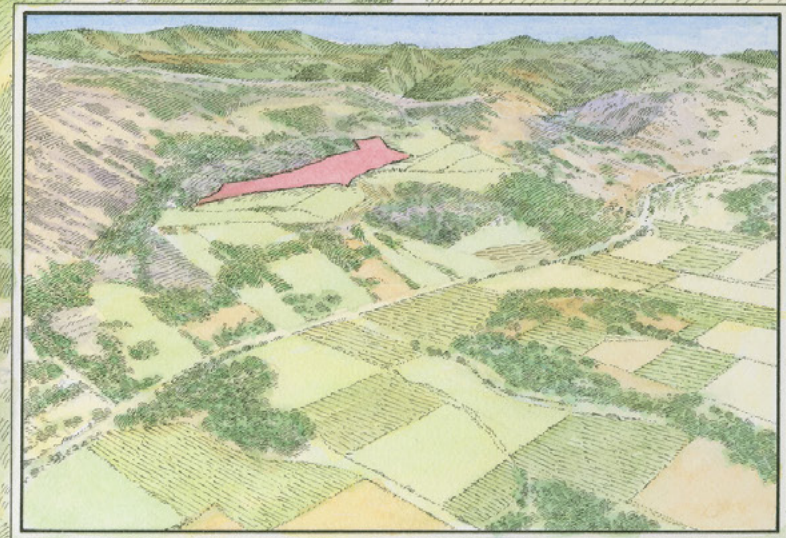
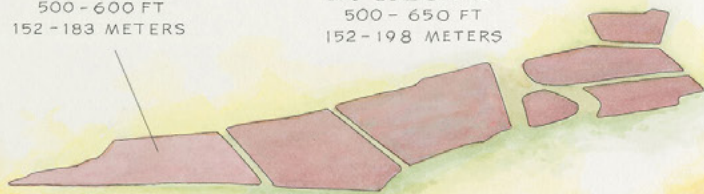




OAKVILLE ESTATE

LE CHAPEAU BLANC
500 - 600 FT
152 - 183 METERS

AU PARADIS
500 - 650 FT
152 - 198 METERS



WINES

Overview

| Varietal | Translation | Appellation |
|---|---------------------------|----------------------------|
| <i>Cabernet Blends</i> | | |
| LES PAVOTS | The poppies | Knights Valley |
| AU PARADIS | In heaven | Oakville |
| LE CHAPEAU BLANC | The white hat | Oakville |
| L'ESPRIT DES PAVOTS | The spirit of the poppies | Knights Valley/Napa Valley |
| <i>Pinot Noir</i> | | |
| LE CAPRICE | Whim, quirk, frolic | Fort Ross-Seaview |
| MA DANSEUSE | My dance partner | Fort Ross-Seaview |
| CLOS DU CIEL | Vineyard in the sky | Fort Ross-Seaview |
| LE MOULIN ROUGE | The red mill | Santa Lucia Highlands |
| <i>Sauvignon Blanc/Sémillon</i> | | |
| L'APRÈS-MIDI | The afternoon | Knights Valley |
| COEUR À COEUR | Heart to heart | Knights Valley |
| <i>Chardonnay</i> | | |
| LA CARRIÈRE | The quarry | Knights Valley |
| MON PLAISIR | My pleasure | Knights Valley |
| BELLE CÔTE | Beautiful slope | Knights Valley |
| MA BELLE-FILLE | My daughter-in-law | Knights Valley |
| <i>Barrel-Selection Cuvées (Chardonnay)</i> | | |
| CUVÉE INDIGÈNE | Indigenous blend | Knights Valley |
| POINT ROUGE | Red dot | Knights Valley |



ANNUAL OFFERS

Spring & Fall

Each of the sixteen wines is made available one time each year, in either the Spring or Fall offer. In anticipation of each release, members will receive an offer notification that details available wines and vintages, as well as tasting and winemaker notes.

Ordering for the Spring offer takes place in February and shipping begins in March. Ordering for the Fall offer takes place in July and shipping begins in August.

Each season, the following set of wines is released. Quality is a priority; therefore, availability of each wine varies by vintage.

Spring

'LES PAVOTS' Estate Cabernet Sauvignon Blend
'LE CHAPEAU BLANC' Estate Cabernet Franc
'LE CAPRICE' Estate Pinot Noir
'LE MOULIN ROUGE' Pinot Noir
'LA CARRIÈRE' Estate Chardonnay
'BELLE CÔTE' Estate Chardonnay
'CUVÉE INDIGÈNE' Estate Chardonnay
'COEUR À COEUR' Estate Sémillon / Sauvignon Blanc Blend

Fall

'AU PARADIS' Estate Cabernet Sauvignon
'L'ESPRIT DES PAVOTS' Estate Cabernet Blend
'MA DANSEUSE' Estate Pinot Noir
'CLOS DU CIEL' Estate Pinot Noir
'MON PLAISIR' Estate Chardonnay
'MA BELLE-FILLE' Estate Chardonnay
'POINT ROUGE' Estate Chardonnay
'L'APRÈS-MIDI' Estate Sauvignon Blanc





ORDERING & FULFILLMENT

Wine offer process and shipping

The Peter Michael Member and Hospitality teams are available to assist with wine education, ordering, and fulfillment inquiries. Once an online order is placed, the team will review and finalize the order and determine the appropriate shipping carrier and date to ship the wine. The member will then receive an email notifying them of all order updates.

Peter Michael wines are delivered utilizing the best carrier for each member's area, offering proper service and ensuring the quality of the wine. The carriers and services we use are FedEx Two-Day, UPS Two-Day, and Vine Vault refrigerated service. Vine Vault is our preferred carrier and is used wherever available. For international orders, please contact our Member Team. Any special requests, please enter in the comments section.

All wine is shipped in 100% recycled / recyclable material, including biodegradable foam (*no Styrofoam*).

Members may access and update their account online at any time by visiting www.petermichaelwinery.com

VISITING

Experience Peter Michael Winery

Located halfway between Healdsburg and Calistoga, our members and their guests are welcome to visit the Peter Michael Winery, Knights Valley Estate for a private tour and tasting. Come and see the vineyards on the slopes of Mt. Saint Helena followed by a tasting of select wines. To truly understand the wine, you need see the vineyards climbing the slopes of Mt. Saint Helena, then enjoy a tasting of select wines.

Details

Monday – Saturday, 10am & 2pm

One hour tour followed by a one hour tasting of select wines

Single groups only, 1 – 6 guests

Private host

\$150 per person (*100% is given to charities*)

To book an appointment please call 800.354.4459 or email pm@petermichaelwinery.com



*Mountain Vineyards
Classical Winemaking
Limited Production*



PETER MICHAEL
—♦— WINERY —♦—