



PETER MICHAEL WINERY

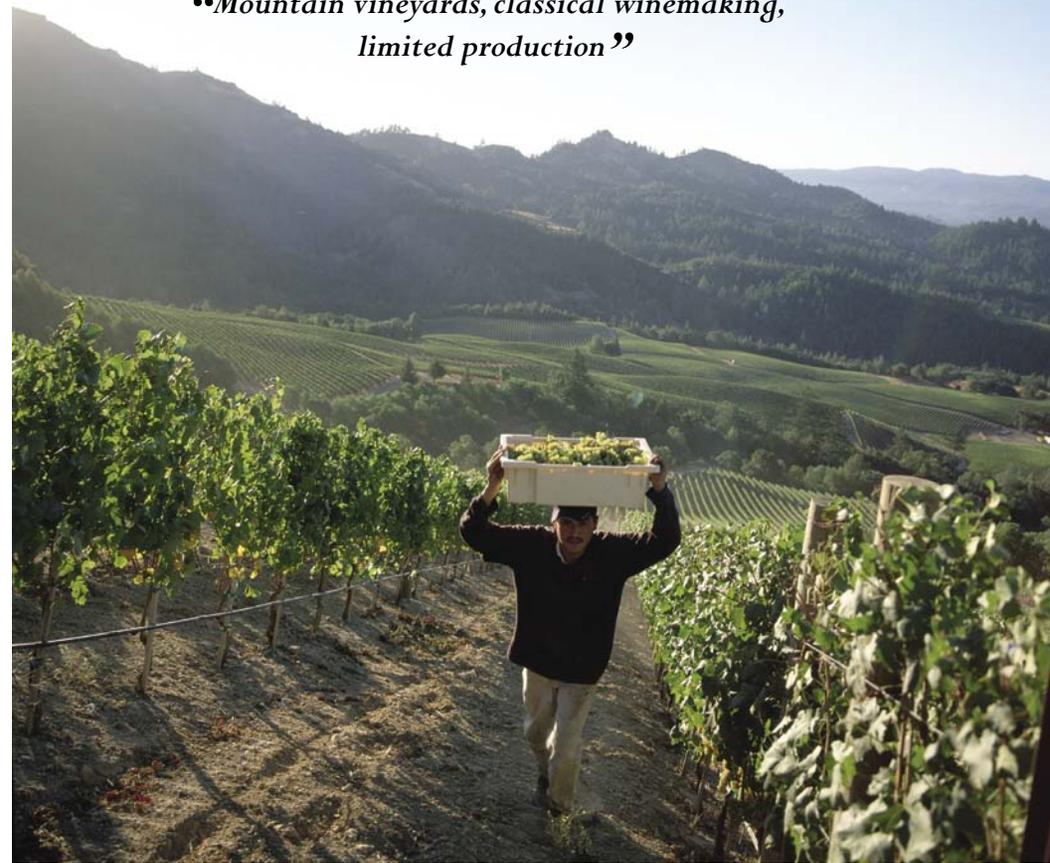
AN OVERVIEW OF OUR ESTATE AND WINES

LOCATION: Our winery and **Knights Valley Estate** are located eight miles northwest of Calistoga at the junction of Highway 128 and Ida Clayton Rd. The property continues three miles up Ida Clayton Rd. Our **Seaview property** is located on the “true Sonoma Coast,” eleven miles north of Jenner, just north of the junction of Seaview and Fort Ross Roads. The property is situated on the inland face of the first ridgeline in from the ocean and stretches from Seaview Road down to the south fork of the Gualala River. Our **Oakville property** is located

on the east side of the Oakville appellation overlooking the junction of the Silverado Trail and the Oakville Crossroad.

HISTORY: In 1982, Sir Peter and Lady Michael founded the Peter Michael Winery on 630 acres of rocky volcanic ridges which form the western face of Mount St. Helena in Knights Valley, Sonoma County, California. From the beginning, the Michael Family has dedicated the estate to the credo: “mountain vineyards, classical winemaking, limited production.” The first vineyards

*“Mountain vineyards, classical winemaking,
limited production”*



Far left: California poppies grow wild in between the rows of our Les Pavots vineyard. Bottom left: map of United States with Northern California wine country highlighted. Left: “Wine Country” with the appellations in which we own vineyards in orange. Above: steep, mountainous terroir responds to our hands-on approach, which starts in the vineyards.

were planted in 1983, with the first wines produced in the 1987 vintage. Resting on steep hillsides ranging in elevation from 900 to nearly 2,000 feet above sea level, the estate vineyards were gradually expanded to 131 acres. The winery’s land holdings grew in 1998 with the acquisition of our 400 acre Seaview property in the Fort Ross-Seaview AVA (American Viticultural Area). After years of study and preparation, 30

acres of this site were planted to Pinot Noir in 2006 and 2007, with the first wines released from the 2009 vintage. Also in 2009, the winery purchased a 41 acre property in Napa Valley with 23 acres planted to red Bordeaux varietals. Located in the heart of the Oakville appellation’s famed “red dirt,” the property is the source of our Au Paradis Cabernet Sauvignon bottling starting with the 2011 vintage.



Two generations of the Michael Family: Sir Peter and Lady Michael along with their son, Paul, and his wife, Emily.

OWNERSHIP AND VISION: The winery is owned by founders Sir Peter and Lady Michael and their family. Son, Paul Michael, and his wife, Emily, are active in the winery's management as well. The family views the winery as a multi-generational quest to develop one of the world's finest wine estates. This vision is summed up in Sir Peter's "100 by 100 plan" – 100% family ownership for at least 100 years.

Sir Peter Michael is an engineer by training and an entrepreneur by nature. He has enjoyed a diverse career in the technology industry. Most notably, he founded Quantel, a company that was on the forefront of digital TV production studio technology. He was knighted by Queen Elizabeth in 1989 in recognition of the economic prosperity spawned by his work. Currently, the Michael Family is involved in a wide variety of business ventures throughout the world. Only the winery bears the family name.

tioning, hedging, crop thinning and harvest. All harvesting is done into 20-pound fruit lugs to ensure that the fruit arrives at the winery in pristine condition.

WINEMAKING: Under the direction of winemaker Nicolas Morlet, all Peter Michael wines are made using a non-interventionist, neo-classical approach: relying on traditional hands-on winemaking methods blended with the best of modern technology. All wines are gently fermented using only indigenous yeasts. Similarly, malolactic fermentation is accomplished with indigenous cultures. The wines are never acidulated and feature the bright natural acidity produced by our cool climate vineyard locations. With few exceptions, the wines are not fined or filtered. White wines are barrel fermented and aged on the lees with generous use of bâtonnage. Red wines undergo alcoholic fermentation in tank before being

VITICULTURE: Under the direction of vineyard manager Javier Aviña, all of the winery's estate vineyards are farmed by hand in a low-impact, sustainable manner. The viticulture regime relies heavily on organic techniques and includes some biodynamic practices as well. Cover crops are used to control erosion, feed the soil and provide a habitat for beneficial insects. Tilling, spraying and mowing are accomplished with tractors; all other operations are done entirely by hand. These include pruning, suckering, shoot position-

ing, hedging, crop thinning and harvest. All harvesting is done into 20-pound fruit lugs to ensure that the fruit arrives at the winery in pristine condition.

transferred to barrel for malolactic fermentation and aging. Only French oak barrels from the finest coopers are used. White fruit is rigorously hand sorted as whole clusters before gentle pressing. Red fruit is sorted three times, first by hand at the cluster level. The fruit is then destemmed and sorted twice more: once by a special sorting device, "Le Trieur," developed in part at Peter Michael, and finally by hand again at the individual berry level. This ensures that only the most pristine perfectly formed berries find their way into our wines.

VINEYARDS: Fruit sourcing is 97% estate, drawing from the following vineyards. Appellations are listed in parentheses. The winery exercises substantial control over the farming of all the non-estate fruit.

ESTATE:

Les Pavots (Knights Valley) 64 acres – Red & white Bordeaux varietals

Mon Plaisir (Knights Valley) 14 acres – Chardonnay

La Carrière (Knights Valley) 17 acres – Chardonnay

Belle Côte (Knights Valley) 15.5 acres – Chardonnay

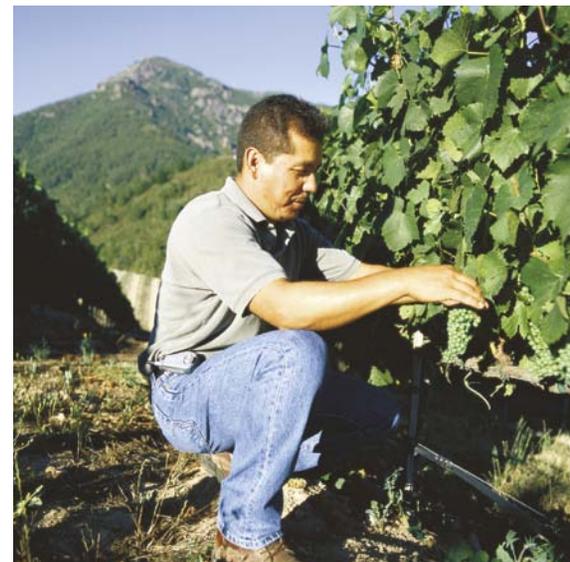
Ma Belle-Fille (Knights Valley) 21 acres – Chardonnay

Seaview (Fort Ross-Seaview) 30 acres – Pinot Noir

Au Paradis (Oakville) 18 acres – Red Bordeaux varietals

OTHER VINEYARDS:

Pisoni (Santa Lucia Highlands) 4.5 acres – Pinot Noir



Above: Vineyard Manager Javier Aviña in the vineyards. Below: Winemaker Nicolas Morlet and his team sorting the harvest berry by berry.



PORTFOLIO OF WINES

Peter Michael Winery currently produces 15 different bottlings: 3 wines from red Bordeaux varietals, 4 Pinot Noirs, 2 wines from white Bordeaux varietals, and 6 Chardonnays. With the exception of our 2 barrel-selection Chardonnays, all of these wines are vineyard specific. Our goal is to present a true reflection of the vineyard terroir in the glass. The differences between the wines are achieved by allowing the vineyard's character to show through. Above all, the wines remain true to our founding credo "Mountain Vineyards, Classical Winemaking, Limited Production."

CABERNET SAUVIGNON BLENDS:

The aspiration to produce a world-class Cabernet Sauvignon blend was the driving force behind the Michael Family's estate winery project. Les Pavots is literally the bottle of wine Sir Peter had in mind when he started his search for vineyard property in the mid-seventies.

"Les Pavots" Estate Knights Valley — Les Pavots is Peter Michael's flagship blend of red Bordeaux varietals from our Knights Valley Estate. While the blend varies from vintage to vintage, typically it is two thirds or more Cabernet Sauvignon with roughly equal parts Cabernet Franc and Merlot and

Contrasting soils, "red" Aiken series at Au Paradis in Oakville and "white" volcanic Rhyolite at Les Pavots in Knights Valley.



a touch of Petit Verdot. Les Pavots captures an elegant, refined expression of the terroir, embracing the full spectrum of Cabernet family varietal expression with its trademark touch of "Herbes de Provence." The name translates to "The Poppies" and is named after the California poppies that grow wild on our estate and are the inspiration for the winery's logo.

"Au Paradis" Estate Oakville — Located in the heart of the Oakville AVA's famed "red dirt" in Napa Valley, Au Paradis is situated exactly as its name translates, "In Heaven." Planted in the foothills on the east side of the valley on a raised gently sloping plateau, the Bordeaux varietals develop a classic style of silky tannins and deep red fruit. At 500 to 600 feet in elevation, 18 acres of Cabernet Sauvignon and Cabernet Franc look down upon the valley and across to the Mayacamas. The slope and hillside location provide ideal sun exposure during the day and help develop the lush, intense fruit one would expect from such a magnificent property.

"L'Esprit des Pavots" Estate Knights Valley — L'Esprit des Pavots translates to "The Spirit of the Poppies." First produced in the 2001 vintage, the wine was sourced from our younger vines. As the vineyard matured, "L'Esprit" has evolved into a more Californian expression of our Les Pavots vineyard's terroir. Affectionately referred to as Les Pavots' little brother, it is now a full-fledged member of the Peter Michael family of wines. The blend for L'Esprit is a bit more free-form than Les Pavots, varying more from vintage to vintage. The wine is typically a bit more fruit forward and early-drinking than Les Pavots but remains a true

expression of the estate's terroir.

PINOT NOIR: *Our Pinot Noirs are the natural evolution of the winery's dedication to classic Burgundian varietals. Our first bottling was the 1997 vintage of Le Moulin Rouge. The winery's estate wines, grown in our Seaview-Fort Ross vineyard on the Sonoma Coast, debuted in the fall of 2011.*

"Le Moulin Rouge" Santa Lucia Highlands — The fruit for Le Moulin Rouge is grown on the slopes of the Pisoni Vineyard in the Santa Lucia Highlands of Monterey County. Coastal climate and decomposing granite soils yield a dense, delicate, richness that adds to the wine's complexity. Typically this bottling shows the power and weight possible with Pinot Noir. The name translates to "The Red Mill" after the famous Paris nightclub.

"Le Caprice" Estate Fort Ross-Seaview — Le Caprice: the word is the same in English, a synonym of "temperamental," named as an ode to the fickle nature of the Pinot Noir grape. Situated between 1,025 and 1,450 feet above sea level on steep mountain slopes, the vineyard faces east and northeast. Like all of our Seaview vineyards, it benefits from both the cooling influence of the Pacific Ocean and the mild sunny mountain climate. Le Caprice is the most fruit forward of our trio of estate Pinot Noir vineyards.

"Ma Danseuse" Estate Fort Ross-Seaview — Ma Danseuse, French for "My Dancer," is named in honor of Lady Michael by Sir Peter, who fondly remembers how they first met. On steep slopes between 1,200 and 1,400 feet above sea level, the vineyard faces east and northeast. Ma Danseuse is the coolest of our three Seaview parcels, and the wine is the most feminine of our estate Pinot Noir bottlings.



Our Fort Ross-Seaview property overlooking the Pacific Ocean.

"Clos du Ciel" Estate Fort Ross-Seaview — French for "wall-enclosed vineyard of the sky," is a metaphor for this rare microclimate vineyard site. Situated between 1,275 and 1,400 feet above sea level, this vineyard is the most eastward facing and warmest of our Seaview parcels. Clos du Ciel has the most masculine structure of our estate Pinot Noirs.

SAUVIGNON BLANC AND SÉMIL-LON: *Our dedication to these varietals is rooted in the Michael Family's personal enjoyment of great Sauvignon Blanc. We grow the fruit for these wines on our Knight's Valley estate with the same care and dedication that is lavished on all of our wines.*

"L'Après-Midi" Estate Knights Valley — This is our estate grown Sauvignon Blanc blended with a touch of Sémillon. The fruit is grown on our Knights Valley Estate in the Les Pavots vineyard alongside our red Bordeaux varietals at 1200 to 1400 feet above sea level. Like our Chardonnays, the wine is naturally fermented in barrel. However, no malolactic fermentation is conducted in order to preserve the fruit and zesty character of the Sauvignon Blanc. The name translates to "The Afternoon," which, according to Sir Peter, is a good time to enjoy this wine.



Our fifteen Peter Michael Winery bottlings.

“Coeur à Coeur” Estate Knights Valley — Coeur à Coeur (“Heart to Heart”) is the ultimate expression of our passion for Sémillon and Sauvignon Blanc. The blend is equal parts of each. The Sémillon adds a very broad palate with lots of texture. As with our L’Après-Midi, this fruit is grown alongside our Les Pavots Bordeaux red varieties. The grapes are picked and sorted by hand, whole cluster pressed and naturally fermented in oak barrels. No malolactic fermentation was conducted in order to preserve its vibrancy. Both varieties are aged separately on their lees for 8-9 months with gentle bâtonnage before assembly of the final cuvée.

CHARDONNAY, VINEYARD SPECIFIC: *The very first Peter Michael release was a vineyard specific Chardonnay, the 1987 vintage of “Mon Plaisir.” Our early success with this varietal led to the development of our estate Chardonnay vineyards on the cool upper slopes of our Knights Valley property.*

“La Carrière” Estate Knights Valley — Situated between 1,400 and 1,700 feet above sea level on steep mountain slopes of our estate, some exceeding forty percent in grade, the vineyard has ideal southern and southeastern exposures. Shallow rocky soils provide excellent drainage, low fertility and the lowest average yields on the estate. Typically La Carrière offers the leanest, most citrus

like fruit profile of any of our Chardonnays coupled with vivid “liquid minerality” that speaks of sea salt and wet stones. The name translates to “The Quarry.”

“Mon Plaisir” Estate Knights Valley — This is the original Peter Michael bottling, produced every vintage since 1987. Historically the wine was 100% Old Wente clone fruit from the Gauer Ranch vineyard on the eastern mountainsides of the Alexander Valley. As of the 2010 vintage, this wine comes entirely from our Knights Valley Estate. The wine features a rich lemon custard and brioche nose with a silky mouth feel. The name translates to “My Pleasure.”

“Belle Côte” Estate Knights Valley — Located just next to La Carrière, Belle Côte is a contrasting site with thicker soils and an eastern facing exposure. Sloped away from the afternoon sun and sheltered by a stand of trees on its western border, the grapes are exceptionally slow to ripen. Typically this wine produces the broadest fattest fruit profile of our Chardonnays with dominant orange peel, tangerine and marmalade flavors accented with exotic lychee and the estate’s signature wet stone mineral character. The name translates to “Beautiful Slope.”

“Ma Belle-Fille” Estate Knights Valley — At the highest elevation on the estate Ma Belle-Fille is an extension of the same slope as La

Carrière. It shares La Carrière’s southeastern exposure and lean soils. Situated above the summer morning fog, this vineyard receives more sun than the lower vineyards. This full exposure combined with cooler temperatures causes the fruit to mature earlier than the rest of our estate. Ma Belle-Fille also shares La Carrière’s core of lean citrus flavors and vivid minerality, but with layers of baked apple and nectarine rounding out its flavor profile. The name translates to “My Daughter In-Law” in honor of Emily Michael, the mother of the family’s youngest generation.

CHARDONNAY, BARREL SELECTION CUVÉES: *Produced in tiny quantities, our barrel selection Chardonnays allow the winemaker to surpass the notion of terroir by selecting individual barrels for the cuvée with a distinctive style and vision in mind.*

“Cuvée Indigène” Estate Knights Valley — Produced every year since 1988, Cuvée Indigène is a winemaker’s barrel selection focused on the power that Chardonnay can display along with finesse and nuance. Drawn from the best barrels of Old Wente clone, this blend shows intense lemon custard and crème brûlée character. The name translates as “Indigenous Blend” and harkens back to the early days of Peter Michael Winery. Then only a fraction of our production

was fermented using the yeast occurring naturally on the grapes, instead of commercially cultured yeast. This time consuming traditional method is now employed for all of our wines.

“Point Rouge” Estate Knights Valley — Point Rouge is conceived as the ultimate collectors’ Chardonnay from Peter Michael. The blend is chosen from the absolute top barrels from the entire vintage with an eye toward long-term aging. Typically this wine is very tightly wound upon release. Five or more years in the bottle reveal a tremendously broad palate of fruit and mineral flavors with its signature white truffle notes. The name translates to “Red Dot” and is named after the red stick-on labels that original winemaker Helen Turley used to mark the very best barrels in the cellar.



PETER MICHAEL
WINERY

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