



HANDS AND HEARTS JOIN TO FIGHT CANCER

This past fall many of our customers took a generous leap of faith by ordering the culinary arts book *Hands and Hearts* even before it was printed. By doing so they have joined us, along with the Sir Peter and Lady Michael Foundation and some of the finest chefs in the world to launch a campaign to fund groundbreaking cancer research in the years ahead.

We are pleased to tell you that in November, culminating nearly two years of work, we published *Hands and Hearts*. It is beautifully bound and features stunning photography. Many customers who ordered *Hands and Hearts* placed additional orders and had us send the book as a gift to friends. Go online to www.petermichaelwinery.com to see the book for yourself and to learn more about the Foundation and its cancer research fund raising efforts. Foundation contributions and fundraising activities will be used to support specific and broad-range cancer research and patient care.

The title of the book *Hands and Hearts* embodies the passion, creativity and artistry expressed through the hands of a skilled chef and winemaker. The similarities between the hands of a winemaker and a chef are obvious; but it was while producing the book that we discovered the connection to sculptors and surgeons.

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Letter,
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The crew sorts Cabernet
Sauvignon grapes at
Peter Michael Winery.



Our newly printed book,
Hands and Hearts.



Chefs' hands at work, Restaurant Daniel, NYC;
above right, Gary Danko's "Roast Lobster with
Morel Mushrooms, Asparagus, and Tarragon."



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Sir Peter himself has long been a patron of the arts and serves as Chairman of the Royal Society of British Sculptors. Numerous sculptural pieces grace the grounds of the winery. Likewise, all of the chefs who participated in the creation of *Hands and Hearts* have tremendous appreciation for art. The chefs are artists in their own right. Chef Michel Richard created a pen and ink drawing of his featured recipe. Chef Jean Joho sports miniature bronzes on his restaurant's tables, from a remarkable Italian sculptor named Ivan Soldini. Treasures like these are pictured in the chef sections of the book.

The connection between chefs and surgeons became apparent as we worked closely together over time. Chefs and their staffs have a desire to make people's lives a little bit better through service to others. Every chef we worked with had experience with cancer and other

debilitating diseases — amongst family, friends, and patrons. All raise money for medical and social causes.

For example, Chef Patrick O'Connell is working with a group of doctors to help them make patient medical visits more like a healing, rejuvenating hospitality experience. One of Chef Eric Ripert's closest friends is a heart surgeon. The surgeon brings his team to Eric's kitchen to observe the leadership and teamwork necessary to run a world-class restaurant. Eric, in turn, is an observer in the operating room when his friend is performing open-heart surgery. Both learn from each other. And we, in turn, have learned from them.

We extend our sincere thanks to all of those who made *Hands and Hearts* a reality — the chefs, their staff members, Robert M. Parker, Jr., Walter Menzel, Brian Eveslage, Curt Davis, and the numerous people behind

the scenes. We would also like to thank those of you who have supported the cause by purchasing a copy of this heart-felt book. We hope you will join with us as we begin this life-affirming project. Please log on to The Sir Peter and Lady Michael Foundation at www.petermichaelfoundation.org or feel free to call us at 800-354-4459 for more information.

The Sommelier at Patina in Los Angeles samples Peter Michael's Les Pavots, above left.

Behind the scenes at The Inn at Little Washinton in VA, left.

Center, "Mussels Callao" by Norman Van Aken; peeling oranges at Charlie Trotter's; "Napoleon of Alsace Cabbage and Foie Gras" by J. Joho.



The Spirit of Compassion

Cancer has touched most of us in one way or another. A number of our customers are calling with ideas to help in this effort. If you are interested in helping, and looking for ideas please permit us to share some personal stories of how people are contributing. For example, Michele and Dean Dennis on their own initiative created a letter, inserted a reproduction of the book's cover with an order form and sent it to a list of their neighbors, friends and business associates. Forty people responded to their mailing and the couple generated over \$17,000 in contributions to the Foundation in exchange for copies of the book. As a result, the winery conducted a private tasting of Peter Michael wines in their home— as a thank you to those who contributed.

That evening, they secured another \$20,000 in donations to the Foundation. On another note, we've had several of our customers, physicians in particular, order multiple copies and send them to their colleagues and board members.

If you have ideas that you would like to suggest, please call Walter Menzel, Executive Director of the Sir Peter and Lady Michael Foundation, at 415-999-7654.

IT'S WHAT WE LIKE ABOUT YOU

This past summer was a busy one here at Peter Michael Winery and we know for a fact that many of our customers were busy too— answering the many questions we posed on our first-ever customer survey. To those randomly selected supporters who took the time to fill out the on-line survey, we want to extend our sincere and heartfelt thanks.

Our ultimate goal in asking for your feedback is to devise programs that serve you better. Fortunately, Peter Michael fans are a vocal group and made some excellent suggestions. It is now our task to design a plan that will keep a unique population as happy as possible within the limits of our petite production levels. Our commitment to quality gives rise to some interesting challenges.

Some customers find our allocation methods puzzling and if you could see the diversity of the circle you would understand why this is the case. There is a healthy debate within the group as to whether long-term loyalty or high-level purchase is more important. We know that you may not always get everything you want but you don't want to invest in any written agreements. You want your allocations guaranteed (at least for a given period of time), your prices fair and, above all, the qual-

ity of the wine to be impeccable. Your feedback advises us to clarify our policies, improve our shipping methods, communicate more frequently and improve our talents when it comes to delivering the news – good or bad.

The good news is that we are listening and incorporating your suggestions, gradually and to the best of our ability, beginning with one of your key choices – the ability to order your allocation on-line. We hope you will take advantage of this new option as it becomes available with this spring 2005 release.

Let's keep the dialog going as we work on incorporating your ideas as best we can. Please feel free to contact us with your suggestions. We, in turn, will continue to ask for opinions via short surveys from time to time.

2005 CALENDAR

- FEB. 17-20 MASTERS OF FOOD AND WINE, THE HIGHLANDS INN, CARMEL, CA
- APRIL 8-9 MACARTHUR BARREL TASTING, WASHINGTON, D.C.
- MAY 14 A CULINARY EVENING WITH THE CALIFORNIA WINEMASTERS CYSTIC FIBROSIS AUCTION, PARAMOUNT STUDIOS, HOLLYWOOD, CA
- MAY 26 WINEMAKER DINNER, SEA RANCH LODGE, GUALALA, CA
- OCTOBER 20-22 THE NEW YORK WINE EXPERIENCE



2005 SPRING RELEASE— *The winemaker's Tasting Notes*



2003 LA CARRIÈRE *Estate Vineyard Chardonnay*

Terroir-driven minerality dominates the aroma; wet river stone, baking flour and white truffle. The intense minerality is highlighted by notes of citrus oils, William pear and lemon. Touches of brioche, vanilla and hazelnut complete the elegant bouquet. On the palate the 2003 La Carrière presents wonderful concentration and depth, intensified by a rich creaminess. Its bright acidity and minerality continue to echo Puligny-Montrachet and will allow it to age well for 7-10 years.



2003 BELLE CÔTE *Estate Vineyard Chardonnay*

Distinctly intense, muscular and hedonistic. Exotic perfumed aromas of rose, lychee nuts and orange rind on a background of minerals and spices, accompanied by a final touch of hazelnut and cedar. Full-bodied and creamy, the palate displays a rich, sensual, seamless texture. The 2003 Belle Côte is enjoyable now but has the sheer power and extract to develop its unique character for 7+ years.



2002 LES PAVOTS *Estate Vineyard Bordeaux Blend*

Saturated ruby color with a nuance of purple, 2002 Les Pavots offers a gorgeously complex bouquet of red cherry, blackcurrant, blackberry, blueberry and raspberry jam, interspersed with nuances of cedar, tobacco (cigar box), white chocolate powder and earthy notes (grey truffle and forest floor). The same ripe fruit impressions follow through richly to the palate. The mouthfeel is impressively creamy and round, with gorgeous velvet tannins, which lead to a long and impeccably soft finish. This wine is ready for near term enjoyment and will age gracefully for a decade.

THE 2002 VINTAGE

After a mild spring and summer, the 2002 ripening season was characterized by long hot spells, with warm nights and little to mostly no fog in the mornings, but great air circulation thanks to our highly elevated vineyards. These extreme conditions required a great deal of attention in the vineyards to accompany the needs of the vines and also required uncompromising patience, tasting each block until its physiological ripeness was reached.

The concentrated fruit was challenging for the winemaking team and me but also very rewarding and highly satisfying. The long alcoholic and malolactic fermentations allowed us to develop intense and complex bouquets as well as a round and very 'gras' mouthfeel. The 2002 wines express their Terroirs with very rare density, richness and complexity. Hedonistic and generous, these wines are already ready for early enjoyment and should gain even more complexity in the next few years. Santé!



THE 2003 VINTAGE

Bud break came early for Chardonnay in 2003, with its first signs showing at the beginning of March. Cold, stormy weather later in the month delayed and lengthened bud break into April.

Though berry set was excellent for all of the vineyards, bloom was especially long, causing some irregular patterns of ripening later in the season. By the end of June, the vineyard crew began to thin out the crop to ensure even quality. For the most part the summer's weather was consistent and warm, permitting a long and controlled harvest throughout most of September and the beginning of October.

Fermentations were very slow, allowing greater development of the bouquet and increasing the overall complexity of the wines. The 2003 Chardonnays are truly outstanding wines; concentrated and complex, they have the richness we have enjoyed with the 2001s and 2002s, but more precision and focus due to higher natural acidity. Somewhat more of a "classic" vintage, the wines are already expressing their individual terroirs and show potential for long ageing.

The 2003 season was promising for Bordeaux varietals as well. Moderate summer temperatures favored flavor development and October brought perfect conditions for a gentle and sure maturation to full physiological ripeness.

“Mountain vineyards, classical winemaking, limited production”



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