



PETER MICHAEL
WINERY



TWO DECADES OF EXPERT FARMING

Most winemakers would agree, great wines come from great fruit— which comes from great vines. Great vines, in turn, depend on two things; a world class vineyard site, and expert farming. Here at Peter Michael Winery, we are very sure that we have both. We dedicate this issue of the newsletter to Javier Aviña, our vineyard manager. “Jav”, as he is known around the property, has just celebrated his twentieth anniversary with Peter Michael Winery.

Quietly working out of the limelight, Javier supervises a crew of 25 to 50, depending on the season. He has been an essential force responsible for



“In 1991, Javier planted himself firmly in our rocky hillside vineyards. Since then he has put down very deep roots, not unlike the vines he tends.”

—Sir Peter Michael

SPRING LETTER

2011

I S S U E
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the quality of fruit grown on our three estate owned vineyards. This fruit is a critical component in the character and reputation of Peter Michael wines. With over 33 years in viticulture, and two decades at Peter Michael Winery, Javier simply makes it happen in the vineyard. Working in tandem with Jav, our winemaker Nicolas Morlet relies on Javier’s passion for excellence and his keen understanding of the vines, soil, water and the men he supervises to deliver the quality of the fruit required for our wines.

A native of the Mexican State of Michoacan, Javier has worked his entire life in agriculture. As a

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Above: Our flagship Les Pavots vineyard with Mt. St. Helena as a backdrop.

Inset: Vineyard manager Javier Aviña celebrates twenty years of farming on our rugged mountain estate.



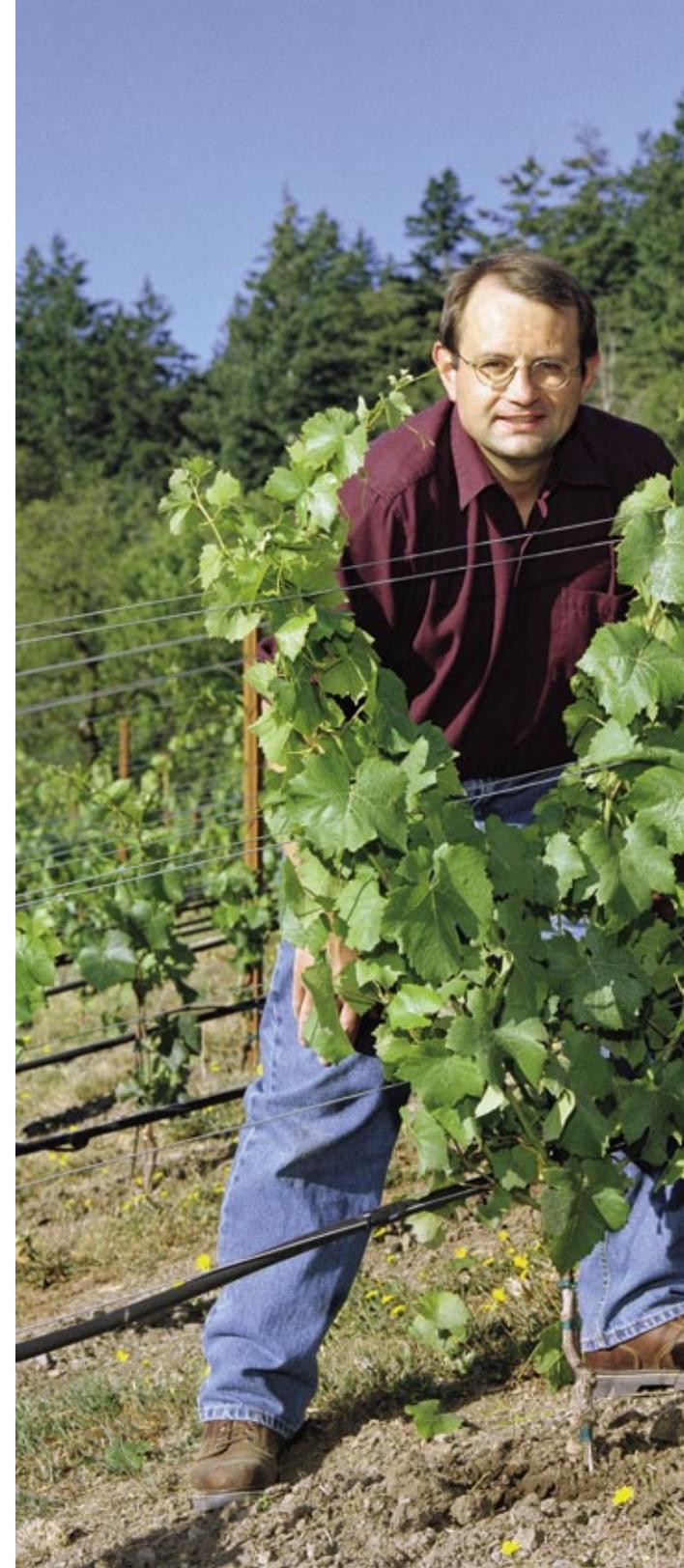
TWO DECADES OF EXPERT FARMING

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teenager, he began working with his brother on sugar beet and tomato farms in the Central Valley. When his brother decided to move north in 1977, Javier followed him to the Napa Valley. In 1981, Javier worked at Robert Mondavi Winery where a supervisor recognized and helped develop his talent. His experience there, and later at Monticello Cellars, brought him to Peter Michael Winery in 1991 as vineyard manager.

A perfectionist by nature with an extraordinary eye for viticultural detail, Javier radiates competence and a quiet, good humored authority that has earned the respect of everyone on the winery's team. Guests visiting our vineyards are not only struck by the natural beauty of the hillside property, they are amazed by the health of the vines and the neat precision with which they are farmed. "Manicured" is the most frequent descriptor that we hear.

The winery's vineyards have grown during Javier's tenure, and with them his responsibilities. On our Knights Valley estate, Javier has overseen the development of Belle Côte, La Carrière, and Ma Belle-Fille vineyards as well as the replanting in the





In his twenty years at PMW, Javier Aviña has not only managed our estate vineyards, he supervised their creation.

Far left: Planting of our estate La Carrière Vineyard in 1995. These very steep slopes proved challenging for our vineyard team.

Left: Javier and winemaker Nicolas Morlet in 2007 examining young vines at our Seaview Vineyard, which will give us our first release of Estate Pinot Noirs this fall.

mid-90s of a portion of our flagship Les Pavots vineyard. In addition, Javier's expertise was of crucial importance in the successful development of our Seaview Pinot Noir project on the Sonoma Coast. Our new Oakville property, acquired in 2009, is already benefitting from Javier's expert touch.

Sir Peter Michael sums up Javier's contributions this way: "In 1991, Javier planted himself firmly in our rocky hillside vineyards. Since then he has put down very deep roots, not unlike the vines he tends. And like the vines, he has coaxed the best from this extraordinary terroir. His attention to detail and very feeling for the fruit under his care has been impeccable, rather like the long-lived wines that benefit from his efforts. Javier will still be exploring and putting out fresh shoots here for decades to come."

With that we all offer our heartfelt thanks and congratulations to Javier and wish him well as he enters his third decade heading up our vineyard team. ■

2011 RELEASE SCHEDULE

Listed below are our releases for the year. This fall we are very pleased to introduce three new estate-grown Pinot Noirs from our Seaview Vineyard on the Sonoma Coast.

SPRING:

2008 LES PAVOTS Estate Cabernet Blend

2009 LA CARRIÈRE Estate Chardonnay

2009 BELLE CÔTE Estate Chardonnay

2009 CUVÉE INDIGÈNE Chardonnay

FALL:

**2008 L'ESPRIT DES PAVOTS
Estate Cabernet Blend**

2010 L'APRÈS-MIDI Estate Sauvignon Blanc

2009 MON PLAISIR Chardonnay

2009 MA BELLE-FILLE Estate Chardonnay

2009 POINT ROUGE Chardonnay

2009 LE MOULIN ROUGE Pinot Noir

2009 LE CAPRICE Estate Pinot Noir

2009 MA DANSEUSE Estate Pinot Noir

2009 CLOS DU CIEL Estate Pinot Noir



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**Four exceptional culinary experiences in 2011 to
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HANDS AND HEARTS NORTH CAROLINA
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Executive Chef Colin Bedford
AAA Five Diamond - Forbes Five Star**

**MAY 19TH
HANDS AND HEARTS NEW YORK
DANIEL – Manhattan
Chef Daniel Boulud
Three Michelin Stars**

**JULY 30TH
STARS 2011
Peter Michael Winery – Knights Valley
Chef Christopher Kostow - Meadowood
Three Michelin Stars**

**SEPTEMBER 2011
HANDS AND HEARTS SILICON VALLEY**

Reservations being accepted at 415-339-0400
jenny@petermichaelfoundation.org

2011 SPRING RELEASE

The Winemaker's Tasting Notes

2009 LA CARRIÈRE

Estate Vineyard Chardonnay



The signature of this vineyard continues to be its terroir-driven minerality. Aromas of pastry, lily, hazelnut and sweet pear alongside accents of mandarin orange, honey, acacia and sweet vanilla complete the elegant bouquet. The magnificent concentration and elegance on the palate sculpt the structure of this wine, offering intensity and richness, acidity and minerality will allow it to age for two decades, much like its Burgundian cousins from Puligny-Montrachet.

2009 BELLE CÔTE

Estate Vineyard Chardonnay



Noticeably intense and powerfully hedonistic aromas of lychee nut, citrus, rose petal and orange blossom come to mind with a distinct background of mineral, bergamot orange, yellow peach, nutmeg, whole nut and toasted almond. The mouthfeel is weighty and rich creating a creamy, seamless palate. Notes of brioche and pain grillé coupled with crisp natural acidity make for a wonderfully balanced finish. The 2009 Belle Côte is already expressive and will continue to develop its unique character for at least a decade.

2009 CUVÉE INDIGÈNE

Chardonnay



A powerful and expressive nose with gorgeous aromas of brioche, peach blossom, candied orange, lemon oil, and dried apricot. Multiple layers of vanilla, toasted hazelnut, meringue and subtle white truffle create an intense bouquet. Texturally, the wine displays harmony and complexity with a creamy, balanced and lingering perfumed finish. This vintage of Cuvée Indigène will age and continue to express its potential for two decades, much like its Burgundian cousins from Corton-Charlemagne.

2008 LES PAVOTS

Estate Vineyard Red Bordeaux Blend



The 2008 Les Pavots reveals a deep, layered bouquet of black cherry, licorice, black currant, blueberry pie, and blackberry combined with chocolate, vanilla, coffee, black tea, subtle spicy notes of cloves and cinnamon and its distinctive 'garrigue' touch. The complexity and intense character continue into the finish with a massive mouthfeel, lasting impressions on the palate and round, silky tannins. The 2008 Les Pavots will benefit from three years of cellaring for near term enjoyment and will age gracefully for two decades or more.

GROWING SEASONS AND HARVESTS

By Nicolas Morlet, Winemaker

THE 2008 VINTAGE

Winter precipitation was near normal until February, followed by a very dry spring. Unseasonably cool temperatures delayed bud break by about 10 days and slowed canopy development. Late spring wind and frost added to the early season challenges, leading to a smaller than normal crop. With diligent attention by the vineyard staff, the outcome was a positive one. Ripening took place in ideally mild conditions characterized by sharply contrasting daytime high temperatures and overnight lows. Harvest for red Bordeaux varietals was surprisingly smooth, finishing a few days earlier than average on October 21. In the barrel, the 2008 wines displayed balance, massive structure, length and elegance.

THE 2009 VINTAGE

The lack of spring frosts coupled with later than usual rainfall made for an uneventful start to the 2009 vintage. As the growing season progressed, there were very few heat spikes, reducing the need for drip irrigation. Bloom occurred during consistently warm, sunny days, which extended late into the summer, allowing for optimal maturity. These perfect conditions allowed us to calmly pick the Chardonnay at the peak of ripeness during the last two weeks of September. As a result, the 2009 wines are very intense and complex with a pronounced bouquet of blossoms, fruit and minerals. The length of the wines is impressively lingering and perfumed, promising excellent aging potential.

“Mountain vineyards, classical winemaking, limited production”



PETER MICHAEL
WINERY

12400 IDA CLAYTON RD.
KNIGHTS VALLEY
CALISTOGA, CA 94515

800-354-4459

FAX 707-942-0209

petermichaelwinery.com

WRITTEN BY
THE STAFF AT
PETER MICHAEL WINERY

PHOTOGRAPHY BY
M.J. WICKHAM (cover)
OLAF BECKMANN (pg. 2)
PENNY WOLIN (pg. 3)

DESIGN BY
LEANNE SCHY