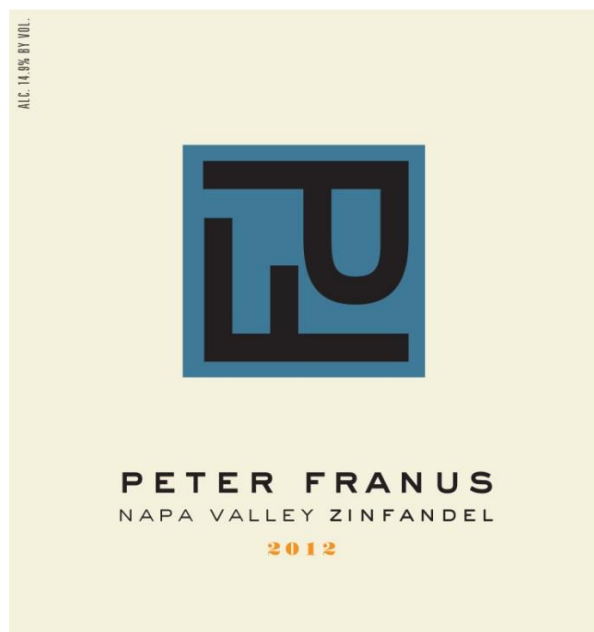


2012 PETER FRANUS NAPA VALLEY ZINFANDEL



Vineyards:	Neal Brothers Vineyard Fore Family
Composition:	90% Zinfandel 5% Mourvèdre 5% Grenache
Harvest Date:	October 7 th , 12 th
Fermentation:	10 days, peak temperature 82°
Oak aging:	16 months 50% French Oak 50% American Appalachian 25% New
Bottling Date:	March 11, 2012
Production:	1183 cases

TA 0.59 g/100 ml

pH 3.80

Alc. 14.8%

RS 0.72 g/L

CALIFORNIA RETAIL PRICE \$30

I began producing our “Peter Franus Napa Valley Zinfandel” in 2002 to allow me more blending flexibility in the creation of this wine. Rather than highlight a particular vineyard identity, the plan was to create a style of wine that was more immediately approachable and easy going. The vineyard sources have varied somewhat from year to year, but the goal is always the same—to provide a good value, balanced, and delicious wine in a world of Zinfandel that often delivers the opposite.

Several years ago I was fortunate to get to know, Mark Neal. Jack Neal and Son has been farming some of the top vineyards in Napa Valley for decades, and is one of the oldest and most respected vineyard management companies in the valley. And the Neals also just happen to own a Zinfandel vineyard in the prime growing area of Rutherford known for some of the most highly touted Cabernet Sauvignon in Napa Valley. Would I be interested? And by the way the Zinfandel is certified organic. The answer was obvious.

After three challenging vintages, we were rewarded in 2012. Sunshine and a warm dry spring gave way to mild and ideal growing conditions through the summer. Not only did this result in high quality grapes, but an abundant supply as well. It was a welcome relief to this veteran winemaker who has experienced more than 30 harvests in Napa Valley.

Attractive medium ruby in color, our 2012 Napa Zin offers warm, inviting notes of baking spices—clove, cinnamon, allspice—with black cherry, and hints of vanilla. A soft entry of berry and black pepper firms up with appropriate acidity and tannin to deliver an elegant, restrained version of Zinfandel—our hallmark. Seamless and pure are words in my wine description vocabulary that I don’t use on a regular basis. With this wine I do. As you have heard me say many times, “delicious” is a goal I strive for. I am confident this hits the target.

As a winemaker, I produced my first Zinfandel in 1981, so lots of experience guides my production. We enjoy the challenge of those who say, “I don’t like Zinfandel,” and proud of the fact that are Zins are enjoyed in so many exciting venues around the world.