



PETER FRANUS · WINE COMPANY

## FAST FACTS

Peter is the prime example for how a journey into wine should evolve. He didn't stumble into it, he didn't get rich then dabble in it. Wine called to Peter and he answered with his soul.

Peter's winemaking approach is: Get the best fruit, trust all your knowledge, experience, and intuition, but don't hover. "You hover over your wine, you make the wine nervous," Peter says.

Peter Franus is a talked-about insider secret. People in and around Napa know. Other people are thrilled when they discover it and they're thrilled to recommend it so someone else can discover it

Everything about wine has a personal feel with Peter, including how he met Deanne. She first fell for the wine, then met Peter because of that. It's a wine fairy tale.

Peter stands out as someone who is serious about his craft, but not himself.

His wine shows that, for 30 years, he's bonded with the mountain and hillside vineyards of Napa Valley, and, most of all, of Mount Veeder, which seems to be Peter's place on this planet.

He climbed the wine industry and winemaking ladder rung-by-rung. He's been learning and refining his craft the organic way, without missing a step and with his hands in the dirt and on the grapes.

Peter learned about his customers the organic way, too. He went out and talked with them.

Peter Franus has been an acclaimed winemaker for decades. He's gotten high praise from everyone from the Napa Valley Register to Wine Spectator and Wine Enthusiast to Robert Parker Jr. and Decanter Magazine.

In recent years, Peter has carefully expanded the number wines he produces - he now had made an even dozen - and only when he could get fruit from the best vineyards. Every one of his wines has drawn high scores and praise from top critics.

Peter Franus wines are now doing well in Canada, Japan, Taiwan and Britain, and are selling in places like Dubai, Oman, Belgium, China and Sweden.

Peter's been serious about running since his days at Fresno State. It's a sport he's fallen for almost as deeply as he fell for wine, and he still runs 6 days a week.

The part of Peter that's a runner connects to the part that's a winemaker. Doing either well takes commitment, and they take faith in yourself - that if you keep at it you'll improve, that your judgment is solid, that doing things the hard way pays off.

Peter is still a witty, affable guy who's engaged in the world and thinks wine is one of life's great assets. But he's never tried to turn it into a mass-market wine. He just wants to make the kind of wine he loves - interesting, graceful, soulful and, most of all, delicious.