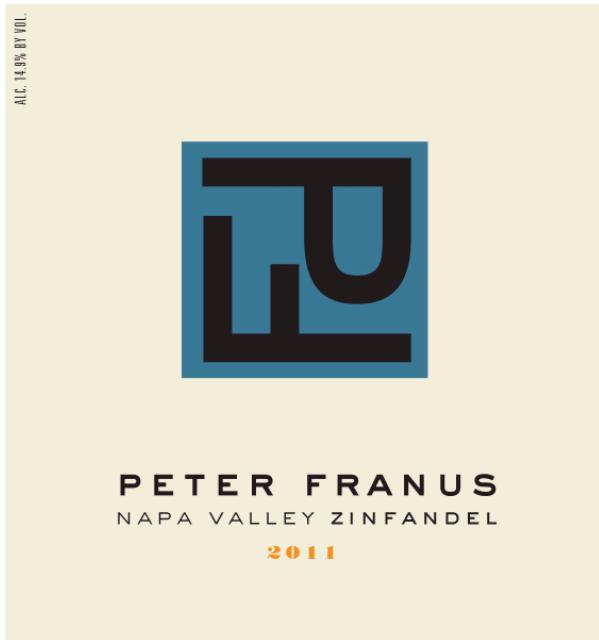


2011 PETER FRANUS NAPA VALLEY ZINFANDEL



Vineyards:	Chiles Valley District Fontanella Vineyard-Mount Veeder Fore Family
Composition:	90% Zinfandel 5% Mourvèdre 5% Syrah
Harvest Date:	October 8,15, & 18 2011
Fermentation:	10 days, peak temperature 82°
Maceration:	12 days total before pressing
Oak aging:	17 months 100% French Oak 25% new
Bottling Date:	April 9, 2013
Production:	616 cases 750ml

TA 0.52 g/100 ml

pH 3.74

Alc. 14.58%

RS 0.67 g/L

CALIFORNIA RETAIL PRICE \$28

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 vary 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.

Chiles Valley in eastern Napa Valley is well known for its Zinfandel. In 2011 we were able to tap into some fruit from this region that typically offers a fruity and lush character with easy tannins. Equally known of course for its Zinfandel is Mount Veeder, contributing a little more weight to the blend. And finally, Jim Fore’s deep, dense, Syrah from his vineyard at 3000 feet elevation in Red Hills Lake County adds a hint of black pepper, smoked bacon, and spice that enlivens while adding additional depth to the wine.

2011 was a complicated vintage. A cool wet spring diminished crop levels in many vineyards and late spring rains further delayed the growing season. Overall, summer was relatively cool with few heat spikes. On the plus side, cool conditions allowed wonderful flavor development with good ripeness achieved at lower sugar levels. Harvest was once again on the late side, with crop levels lower than normal but up a little from 2010.

We think our 2011 Napa Zin is a classy example of what we look for in this wine. It should always be easy drinking where one sip invites another with a refreshing and lively impression that is often a challenge with Zinfandel. No shortage of descriptors for this wine! Medium ruby in color, boysenberry jam, black cherry, caramel, clove, and anise intrigue the nose. The entry is fat, juicy, and smooth with wonderful balance that supports and sustains the long finish.

I find it hard to believe at times, but I have over 30 years of Zinfandel production under my belt. In our first four years of production we only did Zinfandel, so it's a variety that many identify with Peter Franus. We continue our mission to prove that Zinfandel can be both a serious wine that is fun to drink—and yes it can be made in a balanced, structured and restrained style that will distinguish itself from the pack!