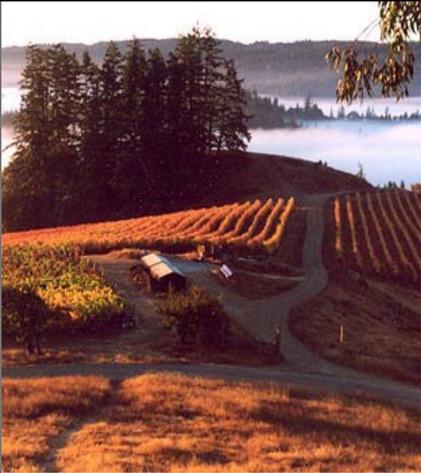


PEAY VINEYARDS

FALL 2012 RELEASE

ISSUE 20



Welcome to the fall release of Peay Vineyards' 2010 wines, a vintage that was shy on production but birthed wines that soar with verve and purpose. If you have opened any of the 2010 wines we released last spring, you know they have depth, grace and that ineffable aromatic quality that makes great wine so enchanting. They are drinking well on release but will reward you with a more profound experience with some age in the bottle.

You can purchase from the release through the web site www.peayvineyards.com, via fax, or mail. The order form on the last page provides all the details. We will hold your allocation for two weeks and then will release the wine to the general pool. Feel free to request more wine than you have been allocated and we will add them to your order after two weeks, if any remains.

At the risk of diverting attention from the release for a moment, I want to share a recent experience. In late July I attended the International Pinot Noir Conference (IPNC) in McMinnville, Oregon. It is an incredibly well-run festival that neatly interlaces superb food into a long weekend of wine drinking. I presented one of our wines at a seminar panel on Cool Climate Pinot noir. Not a stretch for Peay, by any means. As we tasted through these cool climate wines from various regions around the world—New Zealand, France, California, Oregon—I was struck by how lucky I am that the style of Pinot noir that I admire is what we get at our vineyard on the far Sonoma Coast. This is not a foregone conclusion. In the pursuit of making superior, high-toned, aromatic Pinot noir, I could have landed in a variety of cool climate regions where that style is simply not what the terroir provides. In France, unless I landed in Volnay or Chambolle—okay, let's be honest, unless my relatives had left me holdings in those communes—the predominant expression would not have been floral, feminine and bright. If I had ventured down to Central Otago in New Zealand, it would have been quite likely that I would have made Pinot noir with dark, black fruit and not tart, red fruit flavors. Had we planted our flag in the Russian River Valley, it is quite likely I would have been able to make wines with depth and power but may have sacrificed freshness and earthy aromas.

When Nick and I were looking for land we tasted wines from many winegrowing regions with the hope of uncovering what accounted for the characteristics in Pinot noir and Chardonnay we admired. In the early 1990s on the Sonoma Coast—ahem, the true, West Sonoma Coast—there were only a few vineyards. Those vineyards often made wines with admirable structure (soft, but present tannins and lively acidity) and the fruit expression seemed drier and less, well, fruity than further inland and south. We liked that. We thought we should push the envelope a little bit more and head to an even cooler location to see if we could also get the floral top notes and the earthy base notes we admired from certain regions of Burgundy. We ended up in Annapolis on the edge of the far northernmost corner of the Sonoma Coast. Call it half luck and half youthful self-confidence but we chose an ideal spot that often delivers the characteristics we desire in world-class Pinot noir. Okay, to be truly ideal, the yields could be a little higher and the weather a little more predictable. Alas.

With ten vintages under our belt and vines that are just shaking off their ebullient adolescence and reaching deep to express their true nature, a consistent Peay style is beginning to emerge in our Chardonnays, Pinot noirs and Syrahs. Vanessa seeks to deliver that style unadulterated by overt winemaking tricks that would mask our vineyard's character. Weather out here can be extreme and, as a result, you will see differences among the vintages, but that character is always present. It is a quality you can not fabricate but must have the wisdom and restraint to allow to persist. We hope you have enjoyed discovering it for yourself.

- Andy Peay



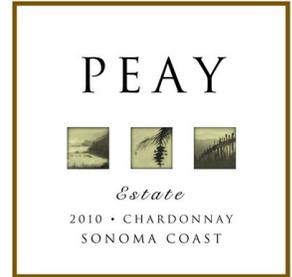
THE 2010 VINTAGE — FALL RELEASE

2010 *ESTATE* CHARDONNAY

400 CASES

If you enjoy the mineral flavors that Peay Chardonnay often delivers, then this is your vintage to focus on. We lost about 50% of our crop due to poor weather during fruit set but the remaining grapes made Chardonnay with precision and freshness. The nose combines the slight richness of curds with notes of citrus and green apple. A sappy, pine quality also sneaks in.

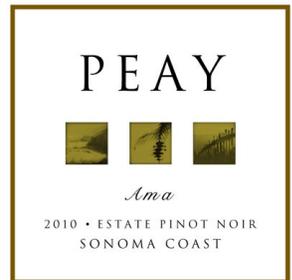
The acidity on the palate is mouth-watering with ginger notes accenting the citrus and limestone qualities. Though it was allowed to go 100% through malolactic fermentation (a process that in warmer areas can lead to a rich, broad, creamy mouthfeel) it is by no means buttery or heavy. The result is a body with a touch of roundness yet incredible snap and focus. Drink this now to enjoy the energy of this youthful wine though it will age and improve for at least 5-10 years. 2014-2022.



2010 *AMA ESTATE* PINOT NOIR

150 CASES

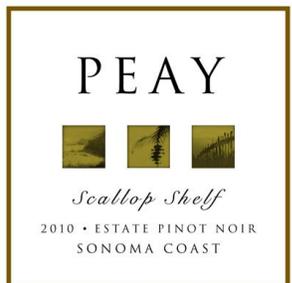
Um, 150 cases?! Yes, ouch. We had very poor fruit set and the rain in October devastated this part of the vineyard. So, what of the little fruit that remained? If you know me, you know that I like the feminine, aromatic wines of Volnay. This is the closest thing we have made in style to a Volnay. But better! The 2010 *Ama* does not have the rich cherry core and power of the 2009 *Ama* and, to some effect, this makes it an even more striking wine. The base notes of dried pine needles, chanterelle mushrooms, and cherry aromas are embraced in a citrus rind, spicy perfume that allows the earthy notes to gain lift and soar. On the palate, the licorice and herbal note of tarragon accent the profile of the nose. The mid-palate has good tension and focus and finishes quite cleanly due to very good acidity and soft tannins. This is quite attractive right now but really needs 2-3 years to coalesce into its unique identity and probably 5-7 years to age into a beauty. 2015-2019



2010 *SCALLOP SHELF ESTATE* PINOT NOIR

320 CASES

The 2010 *Scallop Shelf* Pinot noir has a very seductive nose. Notes of Indian spice, sandalwood and, dare I say it, a hint of patchouli (but not a dirty hippie patchouli!) combine with the aromas of jasmine tea and orange rind common to this cuveé and pull you deep in to the glass. The earthy, dried pine needle quality found in all of our Pinot noir combines with dried cherry, tart blackberry and cranberry fruit notes that reveals the cool and warm periods of the vintage. It has a round mouthfeel and good weight on the palate without appearing heavy or cloying. The acidity is salivating and allows the long finish to appear bright and not leaden. A very good expression of our vineyard and, for lovers of the Scallop Shelf cuveé, a must. 2016-2022.

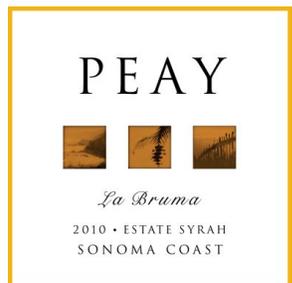


2010 *LA BRUMA* SYRAH

260 CASES

To say 2010 was a harrowing year for growing Syrah on our vineyard is putting it a little lightly; we were going through veraison in the middle of September. That usually happens a full month earlier! The warm spell that hit California in mid-September helped accelerate ripening but by November we were simply out of time (and good weather) and picked what we had. What we had was one very good Syrah, not two. We did not make a 2010 *Les Titans* Syrah. Sigh. This is it for the next year. So, what is the 2010 *La Bruma* like?

The nose has the classic white pepper, hickory smoke, and floral perfume that have attracted people to our Syrah. The mouth adds iodine, lead and a venison quality to the floral profile that begs for it to be paired at the table. The acidity is mouth-watering and the tannins present but soft. The wine is lighter on the palate (clocks in under 13%) than our previous Syrah but is not lacking for seriousness. It may only need a few years to show its full potential and should hit its peak within the next 7 years. 2015-2020.





MUSINGS ON PINOT — NICK PEAY

There is something immediate and eye-opening about the direct experience of travel to a far away country. The hospitality industry as a whole caters to tourists yearning for the experience of a people and a place, yet, mostly offers up a simulacrum of the real thing. This is even more true with the vast majority of wine tourism. Can you really be a fly on the wall at the cultural and artisanal moment of creation? Can you take a peek behind the

curtain to see how the daily life of farming grapes ends up in the bottle of wine you love at home? Maybe, in some special instances, if the winery is small, the people who you meet are the actual “doers,” and you are offered an intimate visit. In our industry, though, the best way to gain that all meaningful insight is to actually join the doers: To sign up to work harvest. Not much of a vacation, eh?

A pleasant discovery for Vanessa and me was the access and openness that Burgundian winemakers allowed us when we came by to meet them in the offseason. This was unexpected as Burgundy is a wine region known for its impenetrability due to the great demand for their hospitality and the scant amount of their wines. On his last visit Andy tasted at one winery from a producer’s barrel (singular!) of Clos de la Roche. He watched him top up the single barrel with a \$120 bottle of last year’s vintage. I’m not really sure why we were given such amiable access but I think it probably was Vanessa’s fluency in French and that we asked geeky grapegrowing and winemaking technical questions. As I’ve said in the past I’m a reluctant traveler, because I’m tied to the land, yes, but also because authenticity is so hard to come by. Burgundy has in the past allowed us a glimpse of the authentic experience and, in doing so, refueled our passion for making Pinot noir.

I just came across the statistic that Pinot is the seventh-most planted variety by acreage on the planet, which is actually an enormous move up in the rankings. When I was growing up in Ohio, Burgundy was the only region where you could experience Pinot noir. I’m sure you’ve heard Burgundy is a temperamental child; coming at perfection mostly from the side of being too angular and/or too lean due to the weather being too wet and the season too short. The savvy buyer had to really know his vintages and be willing to reward the vintners when the weather cooperated. As a result, Burgundy was too likely to turn out to be an expensive disappointment. We grew up in a house with Bordeaux wines on the table with dinner. I seem to remember Chateau Graille Lacoste Graves, Chateau Lascombes Margaux. Also making a frequent appearance was a vino di tavola Rosso di Montalcino “just over the line from Brunello di Montalcino.” But no Pinot noir. I imagine Dad had never tasted the magic that Miles of *Sideways* discovered.

“Miles: I don’t know. It’s a hard grape to grow. As you know. It’s thin-skinned, temperamental, ripens early. It’s not a survivor like Cabernet that can grow anywhere and thrive even when neglected. Pinot needs constant care and attention and in fact can only grow in specific little tucked-away corners of the world. And only the most patient and nurturing growers can do it really, can tap into Pinot’s most fragile, delicate qualities. Only when someone has taken the time to truly understand its potential can Pinot be coaxed into its fullest expression. And when that happens, its flavors are the most haunting and brilliant and subtle and thrilling and ancient on the planet.”

He is on to something. I can relate to the haunting, brilliant, subtle flavors that speak of a place; those little tucked-away corners that have a taste each to their own. This is perhaps most transparent with Pinot noir over all other varieties and even more so when the goal of the vigneron is to capture and share that place with his consumer. We have found our little corner to be richly rewarding in the departments of haunting, brilliant and subtle. It has been said “our wines speak with a Burgundian accent, but they are not Burgundy.” Precisely. Our Pinots do not taste like Burgundy nor will they ever. They are of *this place*, this intersection of wind from the Pacific, coastally intense rain (but not in the summer!), sometimes foggy mornings and cool afternoons, a day-length waxing and waning particular to our exact latitude, and the soil,

Continued on next page



MUSINGS...CONTINUED FROM PREVIOUS PAGE

our particular brand of uplifted ocean floor named the Ohlson formation dating from the Pliocene epoch. And then, of course, there is the human hand, ours! It plays a key role in our terroir as we determine how to farm, when to pick, and how to make the wine, all based on our cultural backgrounds and direct experiences.

When did Pinot noir work its way into my consciousness such that it became my overriding all around obsession, with Burgundy as my lodestar? I remember a Zachy's mixed case of 1990 vintage premier and grand cru Burgundy, most drunk young, infanticide. The year was 1994. There was definitely a Groffier Les Amoureuses, a Grivot Vougeot. These wines I often shared with my brother, Andy, who was living in Berkeley at the time, having a bit of a cooking renaissance, dipping into tomes our mother had given us like Marion Morash's cookbooks. He'd cook, I'd bring wine. Was there Pinot exposure for me before that? When I was studying enology at U.C. Davis, Ken Burnap came and spoke to our class. He poured mid-eighties Santa Cruz Mountains Vineyard pinot. It was a low-yield, dry-farmed site and the wine was really tannic. David Lett spoke, and poured his silky Eyrie Pinots. This would have occurred between 1990 and 1993. DEVO, the department social organization, organized tastings of all kinds of wine, including benchmarks like good vintage Burgundy. I remember a tasting of 1985 vintage vs. 1986 vintage Echezeaux and I think it was DRC at that tasting that really opened my eyes to Pinot.

And then there was Bill's fascination with Pinot noir. My first wine biz boss and mentor Bill Smith had wondrous, volcanic-soiled mountain cabernet to play with, yet he yearned for the perfect pinot source to provide the ethereal, perfumed magic that he ultimately learned could be grown out here in the coastal mountains. Over the years he shared with me the progress of his pinot source hunt, from Oregon to Quail Hill in the Russian River Valley to Gard Hellenthal's vineyard located next to David Hirsch in the Fort Ross region of the Sonoma Coast. I was exposed to a range of Pinot noir and to that fire-y passion that it created in Bill.

That first crush job at La Jota in 1988 certainly inspired me to want to grow and make my own wine, and over time I learned that I, too, wanted to find that perfect coastal hilltop vineyard site for Pinot noir. And there's nothing like drinking a tall draft of inspiration by traveling to Burgundy, the land where my dreams, if not my vines, are sown. If I could just get all these loose ends tied down - the netting pulled up on the coloring Pinot, the bottling at the end of the month, finishing this newsletter article - then I could find the time to make progress on my trip to Burgundy a reality.



Peay Vineyards from the air

2012 FALL DINNERS & EVENTS

We may announce via email a few more tastings and dinners in the fall. Please contact the restaurants or organizations to buy tickets and/or to make reservations.

Wine & Spirits Top 100 Tasting	10/17	SF, CA	www.wineandspiritsmagazine.com
Big Sur Food & Wine Festival	11/1-4	Big Sur, CA	www.bigsurfoodandwine.org
Hawk's Tavern: Peay Wine Dinner	11/12	Mill Valley, CA	415-388-3474
PinotFest Tasting at Farallon	11/16-17	SF, CA	www.farallonrestaurant.com



MALAYSIAN CHICKEN CURRY

We have plenty of professional chef buddies and we do appreciate them; especially when they are feeding us. But the other day we were side-swiped by a dish a non-pro, a mere amateur, an enthusiast (good god!), made for us and 140 other lucky souls at an annual gathering at the vineyard.

Vanessa Yap is a multi-faceted lady who excels in the kitchen, as a designer, and as a knitter. And like many talented cooks, she inherited a few recipes from her mother who she was terrified to cook for lest she fall short. No need to fear. This curry is well-balanced and plate-licking good. The other chef friends at the party that weekend were Stuart and Nicole Briozza of San Francisco's Statebird Provisions fame (and Bon Appetit's 2012 New Restaurant of the Year!) Their dishes throughout the weekend were amazing, of course. We expect that from Stuart and Nicole. Vanessa? We humbly ask for seconds. Pretty please?



Main Ingredients

- 1 whole free range chicken
- 4-5 peeled russet potatoes

Wet Ingredients

- 4 cloves of garlic
- 6-8 shallots
- 4-5 fresh red Thai chili peppers
- 1 1" chunk of fresh ginger
- 3 candle nuts (soak in water for 30-1hr)
(puree above in a food processor)

Dry Ingredients

- 3-4 tablespoons curry powder
- 1 cinnamon stick
- 2 whole star anise
- 3 whole cloves
- 3 cardamom pods
- 1 can of coconut milk
- 2-3 sticks of lemon grass (bruised and cut into chunks)
- 1 head of curry leaves (this might be a little hard to find, check the local Asian market. A picture is at the top of the page)
- 2-3 cups of water
- 3-4 tbs canola or other high heat cooking oil

(Optional)

- 1 small, 1/4" piece of shrimp paste
(Malaysian Belacan). Stinky but adds umami
- 1/2 cup of lime juice

Preparation

1. Cut the chicken into pieces (wings, thighs, breasts, drums). Leave the chicken pieces bone-in.
2. Cut potatoes into 1.5" cubes and fry in 2 tbs of canola or other vegetable oil. Set aside.
3. Heat up a deep stock pot and add 1 tbs cooking oil.
4. Under low heat, sauté the pureed wet ingredients and all the dry ingredients except the curry powder for 15 minutes until aromatic or light brown in color.
5. Add Baba's curry powder.
6. Stir the ingredients until uniform and then slowly add coconut milk bit by bit. Stir slowly under low heat for 8 minutes. (This is the crucial part, add the coconut in small batches and keep stirring so that it doesn't burn at the bottom.)
7. Add the chicken meat and stir to integrate. Add lemongrass, curry leaves and water.
8. Increase heat to high and bring the curry chicken to a boil and then lower the heat to a light simmer.
9. Add potatoes and simmer for 40 minutes or so or until the chicken becomes tender.
10. (Optional and highly recommended) after chicken is tender, add shrimp paste, lime juice and salt to taste.

Shopping Suggestions

There are Asian specialty markets in most medium to large cities around the country. Here are some pictures of key ingredients. Also, you can check out www.malaysianfood.net to buy ingredients. If you live in San Francisco, head to **Richmond New May Wah**. It is a great place for spices (curry powder, belacan, curry leaves, candle nuts....)

Malaysian Belacan



Baba's Curry Powder



Serves 4-6

