

PEAY VINEYARDS

SPRING 2011

ISSUE 17



BEHOLD! THE HOLY GRAIL!

We attempt to be straight-forward and descriptive with you when discussing our wines and try not to hyperbolize too much. Yes, I exercise my English Lit degree a little but the intent is to inform so you can determine if a wine is for you.

The 2009 Pinot noirs are so good I risk overt pontification, using tired phrases about the balance between elegance and power, the achievement of a wine that is like an “iron fist in a velvet glove” that captures our “gôut de terroir,” et cetera. They are that exciting.

But, I will spare you. In her article on page 4, Vanessa describes 2009’s “just right” vintage and why that led to exem-

plary wines. That leaves it to me to describe the wines so you can assess if they are just right for you. That is actually pretty simple. They have intoxicating perfume, strike a perfect balance between primary fruit and secondary terroir aromas, have refreshing acidity and moderate alcohol levels, and deliver profound depth and length. They drink surprisingly well now and will age for a long time. That is all I will say at this point, except, I wish we had made more.

INTRODUCING THE WEST SONOMA COAST

Things are afoot on the Sonoma Coast. In a previous newsletter, I wrote a long article describing the Sonoma Coast appellation. If you’re interested in brushing up, please go to our web site where you will find it in the archive of articles I have written. In the article, I describe how the appellation is huge, encompassing the entire coast plus half of the inland county of Sonoma all the way east to Sonoma Mountain and south to Carneros. It covers a broad range of micro-climates and as a result makes it futile for someone to gain a coherent idea of the expression of the appellation’s terroir through a tasting of wines with Sonoma Coast on the label. As such, a common response from many people when I say I make wine from the Sonoma Coast is “are you on the *true* Sonoma Coast” (i.e. the part that lies along the coast. Yes, I am)? This strip of ridge top vineyards shares many features and has emerged as an ideal place for a very specific expression of Pinot noir and Chardonnay.

Well, a group of like-minded wineries and vineyards on the coastal, western part of the Sonoma Coast decided it was time to better understand what makes wines from the west Sonoma Coast appellation special and unique from the rest of the appellation. This led to the formation of a new vintners association—the West Sonoma Coast Vintners. Our work may lead to a new appellation some day, but in the short term, it will educate producers and consumers on why wines from the West Sonoma Coast taste the way they do. So far, we have a membership of about 25 wineries and vineyards. You will recognize all of the names; they are the Who’s Who of coastal Sonoma Coast wine. We will spend the next year researching our area, meeting to discuss our goals, and getting the word out to consumers as we learn anything of import. If you wish to follow along, our web site is www.westsonomacoast.com.

You may ask why should you care about all this insider baseball redistricting and navel-gazing? Well, we are creating a new wine festival for consumers to share our discoveries about the West Sonoma Coast. It is called the West of West Wine Festival. Yes, you marketers, it does form the acronym, W.O.W. The weekend-long festival will be held in the coastal hamlet of Occidental, CA in the southern portion of the West Sonoma Coast from August 5th-7th. We will host small winemaker dinners, hold seminars with luminaries and their wines, put on a Grand Tasting with a collection of wines never seen at a large tasting event, and conclude with a west county Pig Feast. The next day we will have Open Houses and barrel tastings at participating wineries. It will be fun, educational and, quite possibly, the best way for you—and me—to experience the wine, food and culture of the West Sonoma Coast. You can buy tickets and learn more at www.westsonomacoast.com where you can also join the WSCV mailing list. In the meantime, put the dates August 5th -7th on your calendar and line up a nice little house in the Redwoods or on the coast. This will be a memorable weekend.

- Andy Peay



THE SPRING RELEASE

This is one of the strongest line up of wines from Peay Vineyards. The 2008 *Les Titans* Syrah is perhaps the best wine from the 2008 vintage with a depth and purity not seen in previous vintages and the 2009 wines capture the essence of our vineyard in a stand-out vintage. We are immensely excited to share them with you.

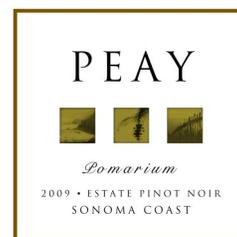
The 2009 wines are not only stellar, they have multiplied. We wanted to offer a few more wines at different price points and searched the West Sonoma Coast for vineyards that could supply fruit that would meet our quality and style criteria. In one case, we provided the material for replanting the vineyard and in all cases Nick plays a very active role in the farming. So, with the spring release we are pleased to introduce the 2009 *Sonoma Coast* Pinot noir and the 2009 *Sonoma Coast* Chardonnay. Not to worry, next fall we will release the 2009 *Estate* Chardonnay along with a new estate Pinot noir, the 2009 *Ama Estate*.

2009 *POMARIUM ESTATE* PINOT NOIR, SONOMA COAST

625 CASES

This is the most exciting *Pomarium* we have made. *Pomarium* is known for its aromatics; a floral lift and beguiling nose that leaps out of the glass and is immediately appealing. In previous vintages, the nose may be quite feminine and bright like the 2005 and 2006 cuvées. In 2008, *Pomarium* was more masculine as the low yields and character of the vintage played its hand. The 2009 *Pomarium* combines the best of both profiles offering a sexy, feminine lift (Vanessa described it as “virile” with a “hot dude quality, like Brad Pitt”, perhaps it is a matter of perspective) with tremendous depth and complexity (masculine qualities, clearly. Ha.) This is an impressive Pinot noir and will feature in dinners over the next 20 years as it develops into a very special wine.

The nose is quite intense with dried rose petals enveloping a Serrano ham and red berry core. The mouth emphasizes the cured meat, brass and berry aromas adding cherry pipe tobacco, tea, forest floor and cedar notes in the mid-palate. The wine evolves over the 30 minutes in the glass and continues to reveal new aromas including black licorice, cranberry, and sanguine notes. The finish is clean due to very good acidity and lingers for an astonishing amount of time. Although young, the *Pomarium* is ready to drink now with a decant but we suggest aging it for at least 3 years and holding for 15-20 as it has the tannins, acidity and balance to flourish over time.

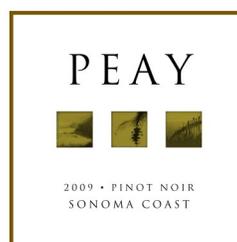


2009 *SONOMA COAST* PINOT NOIR, SONOMA COAST

600 CASES

The impetus for the *Sonoma Coast* Pinot noir came from a dinner I had with a college friend. He loved our wines, he said, but he could not afford to drink them every night. I hemmed. I hawed. I talked about the relative value of the dollar. And then I asked, “what if I could give you a delicious Pinot noir at \$40 per bottle?” “You bet,” he exclaimed. Now, I had done it. How was I going to be able to make a \$40 Pinot noir from our low yields? Nick mentioned a few vineyards nearby and down the ridge and how we could blend them with lots of our Pinot to make a very good wine. The wine would make new friends, perhaps, but we would barely break even. We went for it, anyway. You can never have too many friends.

The 2009 *Sonoma Coast* Pinot noir is comprised of 70% estate fruit and 30% purchased fruit. While lacking a little of the depth of the *Pomarium*, the *Sonoma Coast* Pinot noir is a serious wine and definitely not a slouch. The nose is quite exotic, lifted and pretty with dried orange peel accenting cherry skin and dried pine needle aromas. The cherry and tea flavors are kept in focus by medium plus acidity resulting in quite a well-balanced wine. The length is surprising for a wine at this price point and along with the good acidity, present tannins and low alcohol bodes well for aging potential.

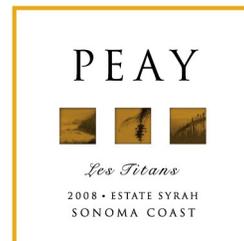


2008 *LES TITANS ESTATE* SYRAH, SONOMA COAST

325 CASES

Les Titans is the meatier and more masculine Peay Syrah. This is the case in 2008 but it is surprisingly also more approachable than the 2008 *La Bruma* with rounder fruit and softer tannins. I have enjoyed watching the evolution of this cuvée as newly planted lots have been added. The beautiful October weather elevated the 2008 *Les Titans* to a new height.

The nose has an intense lilac quality dancing gently around a blue fruit, roasted meat and blood core. Think of a rosemary, lavender, black pepper and garlic encrusted beef roast. There is a cinnamon stick (cassia) quality in the nose as well. The mouth is full and supported by blue and black fruits with the sanguine blood and iron qualities providing ballast. It is what makes this Syrah so special; it has the depth and concentration of fruit so hard to find in northern Rhône Syrah without sacrificing balance, acidity and the secondary aromas of blood, meat and white pepper common to those wines. It has power *and* finesse. We suggest you decant before enjoying. It should evolve for at least 10+ years.

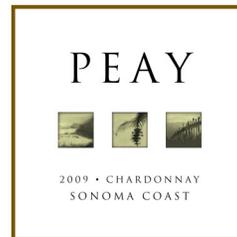


2009 SONOMA COAST CHARDONNAY, SONOMA COAST

650 CASES

The 2009 *Sonoma Coast* Chardonnay embodies all of the characteristics we love about Chardonnay from cool climates. It is crisp, elegant and vibrant. It has nerve and energy. It is enjoyable as an aperitif but shines at the table.

The *Sonoma Coast* Chardonnay is a blend of 60% estate fruit with 40% sourced fruit from Hirsch and Campbell vineyards. The nose reveals the wine's youth and promise displaying aromas of dried pineapple, kiwi, lemon and limestone. The mouth bursts with strong mineral, ginger snap and apple flavors kept taut and focused by quite high, racy acidity. The finish has a biscuit, leesy finish that will become more pronounced as the wine ages and the fruit subsides. The *Sonoma Coast* is delicious and has all the qualities to age 3-5+ years but can be enjoyed upon release.

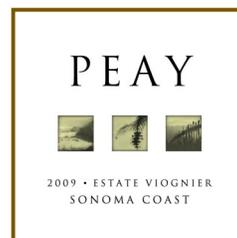


2009 ESTATE VIOGNIER, SONOMA COAST

88 CASES

The 2009 *Estate Viognier* captures the more restrained and zippy expression of this variety. You will not find fruit cocktail in it anywhere. Fans of Peay Viognier appreciate our style for its freshness and energy; if you like the oily, apricot version of this variety, look elsewhere.

The *Estate Viognier* is a blend of Geneva and Condrieu clones. We picked it in one pass on October 4th (it is only 11 rows) and fermented it in 100% neutral oak barrels for 10 months. The nose is flinty and floral with lychee, green tea and orange blossom notes. The mouth expresses the typical Peay Viognier character with a crisp and clean limestone flavored attack with lemon, orange blossom and a touch of white peach. The acidity is quite brisk. Drink now or within the next 2 years.

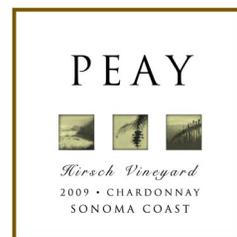


2009 HIRSCH CHARDONNAY, SONOMA COAST

60 CASES

When you refer to someone located 10 miles and a 55-minute drive from your vineyard as a neighbor, you know you are in the hinterlands of the Sonoma Coast. We feel great affection for our neighbors, the Hirschs. We enjoy their wines and their company. As neighbors we are happy to extend them a cup of flour—or in 2009 a small press for white grapes—when they are in a bind during harvest. In exchange, we are happy to accept a little fruit for our efforts. The result is a non-estate, vineyard-designated, Peay wine, something that we had not done before except in 2006 when we made a *Hirsch* Chardonnay.

The 2009 *Hirsch* is a beautiful, elegant wine. This is not a blowsy, fat wine but emphasizes the direct and crisp style. The nose highlights wet slate, juniper berry and ripe almond notes. The mouth is very bright with the aromas persisting through to a long finish. The acidity is quite high and mouth-watering. It should age very well for at least 3-5 years. An excellent wine for those who prefer leaner, more mineral-driven, Chardonnay.



IMPORTANT DATES

- February 21st** Shipping commences to "warm" states
- May 7th** Winery Open House & Pick Up Day





JUST RIGHT—WINEMAKER VANESSA WONG

Have you ever noticed how easy it is to remember and retell a classic story? I was reading *Goldilocks and the Three Bears* to my 3 year-old son, Julian, and realized that I didn't even have to read the text of the book. I could just tell him the story because the story I remembered was exactly the same as the one written on the pages of the book—it is a perfectly constructed tale and in the retelling, nothing had changed. So memorable is this classic tale of the blond intruder and the ursine family that one morning 6 months later I employed it as a “teachable moment” when my tyke was trying to have his breakfast of hot cereal and he was wailing because it was too hot to eat. I attempted to convince him to be patient by asking him, “Remember the story of the 3 Bears and how the porridge was too hot? So what did they do? The three bears went for a walk in the woods to wait for the porridge to cool down, remember?” So with this thought in mind he stopped crying and commenced to recount the whole story for me complete with the “too hot”

and the “too cold” and the sing-song proclamation of, “juuust riiiiight!” Then he finished off the story right down to the final exclamation, “And someone's been sleeping in my bed and here she is!” Thankfully, by the time he finished telling the story the cereal had cooled down enough to eat. (Phew, dodged that melt-down bullet!) I was surprised at his remembering the whole story. When I thought about how the story keeps repeating the phrase about things being, “Just right,” I remembered that in ancient Greece, story-tellers used this same device when relating their 3-day long tales of yore to help them catalogue the important chapters in their sagas.

So, if I were to don a toga and recount the vintage of 2009 as a fairy tale, it would go a little something like this: Once upon a time there was a winemaker called Shorty-locks and a grapegrower called Sparsely-locks who farmed grapes and made wine in the Kingdom of Sonoma Coastlandia. Farming grapes in this unforgiving land was difficult as the Wicked Frost of the Northwest and the Mean Rains of Floweringtime often visited the land and stole the grapes away from the hardworking yet unfortunate farmers even before the grapes had a chance to grow. But the farmers, even though they moaned and gnashed their teeth about the misfortune of losing their grapes, always tried their best and were pleased with how lovely the wines were. Then, one spring day in 2009, the Fairy Good-Vintage Mother came and declared that this year the farmers would have good growing conditions and waved her wand over the sleeping Pinot noir vines.

Well, how did the vintage of 2009 go? Did the wand waving do any good? The bud break of 2009 commenced around March 24. Although bud break was not too early, there was still a little late spring frost at the end of April/early May that affected a few vines in the lower lying swales of the vineyard. The damage, however, was miniscule compared to that of the spring frost of 2008, thankfully. A dry, mild and, at times, even warm April was very favorable for strong shoot growth. A touch of rain at the beginning of May (3.6”) followed by a rainless and fair period carried the favorable conditions right on through for a successful flowering and subsequent pollenization. A gloriously sunny and warm but not hot summer allowed steady growth and an evenly paced maturation. The timing of the phenological stages and the temperature and weather conditions during those critical points was perfect. In short, a season that was not too cold, not too hot, but: Just right.

Since we had fairly ideal conditions for bud growth and for flowering, we finally got decent cluster development and good berry set that resulted in a satisfactory number of not too large, but decently sized and filled out Pinot noir clusters. In other words: not too much fruit, not too little, but: Just right.

So with the crop load in balance with the vine growth and the timing of its development, and the cluster size and berry size being not too big nor too meager, the resulting flavors and fruit expression was therefore not too forward and out-sized nor too faint or mute. The balance was also expressed in the structure of the wine: the tannins were not too structured yet not too underdeveloped. Yes, you got it: Just right.

It would be funny to imagine Goldilocks sitting at the Bears' kitchen table having eaten all of the baby bear's porridge swirling and sipping through three glasses of wine: “Too big! Too soft! Ahhh, just right!” (Of course, baby Bear would only get an occasional sniff or two).

In 2009, we had the conditions for the opposite of a “perfect storm”: everything fell into place for a perfect vintage. And with all the elements being “Just right” the stage was set for the making of classic and memorable wines. And so the story goes: there was much feasting and rejoicing with wine and they lived happily ever after!



IN CASE YOU DIDN'T KNOW

- Peay Vineyards is a first generation family winery. Husband and wife, Nick Peay & Vanessa Wong, grow and make the wine and brother Andy Peay and his wife Ami sell the wine and run the business.
- All wines are made from grapes grown on our 53-acre estate vineyard located above a river in the far northwestern corner of the Sonoma Coast, 4 miles from the Pacific Ocean at Sea Ranch. Yes, it is cold and remote.
- We grow 35 acres of Pinot noir, 8 acres of Syrah, 7 acres of Chardonnay, 1.8 acres of Viognier, 0.4 acres of Roussanne and 0.2 acres of Marsanne.
- Winemaker Vanessa Wong left her position as winemaker at Peter Michael Winery in 2001 to launch Peay Vineyards. Formerly she worked at Château Lafite-Rothschild, Domaine Jean Gros and Hirsch Winery.
- Nick, a UC Davis-trained and veteran Santa Cruz mountains winemaker, is the vineyard manager and works side-by-side with our full-time crew of 8 workers.
- We farm organically and maintain our certifications for fish-friendly farming and integrated pest management. The health of our vineyard dictates these approaches to farming and making wine. We also run on bio-diesel at the vineyard and solar power at both the vineyard and winery.
- The vineyard and winery are not a family heritage. We started it from scratch and have dedicated our lives to it. Wine is our work and our passion.
- We sell Pinot noir grapes to Williams Selyem and Failla Wineries.

2011 DINNERS, EVENTS & TASTINGS

We are traveling all over the country this year and will host dinners and tastings wherever our boots take us. We will send out emails for some of these events as the date approaches to give more specific details. Please also contact the venue for more details.

Ritz Carlton Tucson Wine Dinner	Tucson, AZ	February 10th
Saison Wine Dinner	San Francisco, CA	February 16th
Farmhouse Inn Wine Dinner	Forestville, CA	March 3rd
World of Pinot noir—Friday Seminar and Grand Tasting	Shell Beach, CA	March 4-5th
Fairbanks Country Club—Members only	San Diego, CA	March 11th
Cochon 555—VIP Room Tasting	Washington DC	March 13th
The Leash Wine Dinner – Members only	Manhattan, NY	March 17th
High Museum Auction—Seminar, Dinner & Tasting	Atlanta, GA	March 24-26th
CA Pinot Noir: In Pursuit of Balance at RN74—Seminar and Tasting	San Francisco, CA	March 28th
Cavallo Point—Andy Peay, Guest Sommelier Wine Dinner	Sausalito, CA Oahu, HI	April 6th TBD
Culinarie Wine Dinner	Montclair, NJ	April 26th
The Brook Wine Dinner—Members only	Manhattan, NY	April 27th
WD50 Wine Dinner—tentative	Manhattan, NY	April 28th
Cochon 555—VIP Room Tasting	Los Angeles, CA	May 1st
Nantucket Wine Festival—Dinners and Tastings	Nantucket, MA	May 19th-22nd
Cochon 555—Main Floor	San Francisco, CA	June 5th
Roaring Fork Wine Dinner—Members only	Roaring Fork, CO	June 17th
Grand Cochon—Aspen Food & Wine	Aspen, CO	June 19th
Sun Valley Auction—Seminar & Tasting	Sun Valley, ID	July 21st-24th
West of West Wine Festival - Dinner, Seminars & Tastings	Occidental, CA	August 5th-7th
Little Bird Wine Dinner	Portland, OR	September 8th

VISITS TO THE VINEYARD & WINERY

Wine moves people. One of the pleasures in making wine is the opportunity to meet like-minded people who are as moved as we are by wine. Throw in a plate of cheese and salumi served in a beautiful environment and sometimes we make lifelong friends (at least, so far.)

This experience at Peay Vineyards is open only to mailing list customers who purchase from the mailing list. We must limit visits as there are only three of us doing everything in the winery from growing the grapes to making the wine to selling it around the country.

If you would like to set up an appointment at the winery in Cloverdale or the vineyard out on the coast, please email Andy at andy@peayvineyards.com. Please understand that we have young children so we are often not available on weekends. We also have Open Houses at the winery on a Saturday every spring and fall where we pull lots of corks and often will release a library wine available on that day only. Next one is May 7th. We to share an afternoon with you soon.



BARELY COOKED SALMON WITH LEEKS AND PINOT NOIR SAUCE

I have my standard quick salmon recipe; the one I use when I come home at 6 p.m. and the kids need to eat by 6:30 p.m. The marinade comes in a bottle (I know, gasp!) I spend at least 5 minutes of that cooking time sweating whether I have overcooked the fish. It is easy and it is fairly tasty. Inspiring? Well, no, I would not go that far. But it is fast.

A whole section of the “local” book “store” splits at the seams with cookbooks boasting healthy and delicious 30-minute meals. The authors of these cookbooks are interested in keeping you from the alluring pull—and resulting caloric intake—of eating Popeye’s or McDonald’s. Their dishes are often, well, simple and fine, but not that compelling.

So, we pulled a recipe from our favorite 30-minute chef, Eric Ripert from Le Bernardin in New York City. Yes, that Rachel Ray of the quick power lunch. This dish is subtle, delicate and delicious. And it takes only 30 minutes. So, now what is your excuse for eating take out or grabbing that bottle of Soy Vey?

Ingredients

½ cup Pinot noir
½ cup red wine vinegar
1 tablespoon black peppercorns
1 teaspoon shallots, minced
4 sprigs tarragon
2 leeks
6 tablespoons unsalted butter
4 (6-ounce) salmon fillets, skin off
Fine sea salt and freshly ground white pepper

Garnish

1 teaspoon sliced tarragon
1 teaspoon cracked black pepper
1 teaspoon finely minced shallots

Serves 4

Adapted from Eric Ripert’s new cookbook, Avec Eric

Preparation

1. In a small sauce pot, combine the red wine, red wine vinegar, black peppercorns, shallots and tarragon. Bring the wine to a boil and reduce to about 6 tablespoons. This will take about 15 minutes. Reserve in pot.
2. Trim the ends of the leeks, remove the tough outer greens and wash thoroughly. Split the leek in half lengthwise and thinly slice the leeks into juliennes; place the leeks in a shallow pot and cover with water and 1 tablespoon of butter. Bring to a simmer, lightly season with salt and pepper and cook slowly until the leeks are very tender, about 10 minutes, adding more water as needed.
3. Finish the red wine butter sauce by whisking in the remaining butter 1 tablespoon at a time until fully emulsified, season to taste with salt and pepper and strain the sauce through a fine mesh sieve and keep warm.
4. For the salmon, put about ½ cup of water in a pan (just enough to cover the surface); season with salt and bring to simmer on medium heat. Season the salmon on both sides with salt and pepper. Place the salmon in the pan; cook at a bare simmer until the top of the fish is just warm to the touch (about 5-7 minutes).
5. Meanwhile, gently reheat the leeks in the cooking liquid. Spoon the leeks onto each plate, remove the salmon from the pan and drain each fillet on a towel. Place a salmon fillet on top of each bed of leeks. Sprinkle tarragon, black pepper and shallot over each fillet. Spoon sauce around and serve immediately.



SHIPPING OPTIONS AND RATES

We recognize shipping may be a barrier to our customers buying more wine direct from us. Direct sales, however, sustain our business model—estate grown and produced—and without our mailing list sales, we could not exist. So we have worked hard to find better rates and shipping vendors to encourage you to buy direct. And we found one with the lowest shipping rates and the best reputation in the industry. Further, you can receive your wine with greater peace of mind than before, perhaps even sounder than the Peay wine your few local retailers have on their shelf, as your wine does not sit in non-refrigerated trucks driving around the country (see temperature control note below) or in the air at sub-zero temperatures (see 2 day air).

So, please select your desired shipping method. If you are paying by credit card you do not need to calculate shipping rates or taxes for us, we will do it for you. For shipping rates on magnums, we will need to calculate them on our end, they are about 20-50% higher per 1.5L bottle than a 750ml bottle.

UPS GROUND				UPS GROUND TEMP CONTROL*	
Delivery	1 day	2 days	3 days	2 days	7 days transit, 2 days non-AC
# of Btls	CA-North	CA-South, NV, OR	AZ, CO, ID, MT, NM, WA	IO, KS, MN, MO, NE, SD, TX, WY	CT, DC, FL, GA, IL, IN, LA, ME, MI, NH, NJ, NY, ND, NC, OH, OK, SC, TN, VT, VA, WV, WI
1	\$ 15.05	\$ 15.80	\$ 16.45	\$ 17.85	\$ 18.95
2	\$ 15.35	\$ 16.10	\$ 17.25	\$ 18.95	\$ 19.95
3	\$ 18.70	\$ 19.50	\$ 19.95	\$ 23.40	\$ 24.50
4	\$ 19.80	\$ 20.35	\$ 20.85	\$ 25.30	\$ 26.75
5	\$ 22.15	\$ 23.45	\$ 24.45	\$ 31.75	\$ 33.95
6	\$ 22.15	\$ 23.45	\$ 24.45	\$ 31.75	\$ 33.95
7	\$ 27.20	\$ 28.00	\$ 30.00	\$ 38.70	\$ 42.75
8	\$ 27.20	\$ 28.00	\$ 30.00	\$ 38.70	\$ 42.75
9	\$ 27.70	\$ 30.05	\$ 32.30	\$ 43.10	\$ 47.10
10	\$ 27.70	\$ 30.05	\$ 32.30	\$ 43.10	\$ 47.10
11	\$ 29.90	\$ 32.25	\$ 35.30	\$ 47.25	\$ 52.50
12	\$ 29.90	\$ 32.25	\$ 35.30	\$ 47.25	\$ 52.50

*UPS TEMPERATURE CONTROL: Our new shipper trucks the wine to their east coast warehouse in refrigerated trucks and then uses UPS to ship the wine from that warehouse. It takes a little over a week to get the wine to you but, in effect, means the wine is exposed for only 1-2 days to ambient temperatures. This is better than even 2 day air where your wine may sit on the tarmac heating up or at 5,000 feet at sub-zero temperatures before getting in a truck for local delivery. And it costs less. Neat, huh?

UPS 2 DAY AIR						
Delivery	Ship Ground	2-3 days	2-3 days	2-3 days	2-3 days	2-3 days
# of Btls	CA-North	CA-South, NV, OR	AZ, CO, ID, MT, NM, WA	IO, KS, MN, MO, NE, SD, TX, WY	CT, DC, FL, GA, IL, IN, LA, ME, MI, NH, NJ, NY, ND, NC, OH, OK, SC, TN, VT, VA, WV, WI	HI
1	NA	\$ 16.40	\$ 17.60	\$ 20.05	\$ 20.80	\$ 27.45
2	NA	\$ 19.45	\$ 20.65	\$ 23.90	\$ 24.90	\$ 31.75
3	NA	\$ 24.00	\$ 26.00	\$ 30.65	\$ 31.90	\$ 37.50
4	NA	\$ 27.05	\$ 29.50	\$ 34.55	\$ 36.55	\$ 39.25
5	NA	\$ 30.40	\$ 34.30	\$ 43.00	\$ 44.55	\$ 46.05
6	NA	\$ 30.40	\$ 34.30	\$ 43.00	\$ 44.55	\$ 46.05
7	NA	\$ 36.05	\$ 41.35	\$ 52.90	\$ 54.65	\$ 59.95
8	NA	\$ 36.05	\$ 41.35	\$ 52.90	\$ 54.65	\$ 59.85
9	NA	\$ 39.55	\$ 46.20	\$ 60.45	\$ 62.40	\$ 68.45
10	NA	\$ 39.55	\$ 46.20	\$ 60.45	\$ 62.40	\$ 68.45
11	NA	\$ 42.95	\$ 50.65	\$ 66.40	\$ 68.80	\$ 79.00
12	NA	\$ 42.95	\$ 50.65	\$ 66.40	\$ 68.80	\$ 79.00



GROUP 3 ORDER FORM

WINE	MAXIMUM ALLOCATION	BOTTLES ORDERED	PRICE	TOTAL	ADDITIONAL BOTTLE REQUEST
2009 <i>POMARIUM</i> ESTATE PINOT NOIR	9		\$53		
2009 <i>POMARIUM</i> ESTATE PINOT NOIR — MAGNUM	1		\$110		
2009 <i>SONOMA COAST</i> PINOT NOIR	6		\$40		
2008 <i>LES TITANS</i> ESTATE SYRAH	9		\$47		
2008 <i>LES TITANS</i> ESTATE SYRAH — MAGNUM	1		\$100		
2009 <i>SONOMA COAST</i> CHARDONNAY	6		\$40		
2009 <i>ESTATE</i> VIOGNIER	2		\$42		
2009 <i>HIRSCH</i> CHARDONNAY	2		\$50		

ORDERING: You can **order online** at our Wine Shop www.peayvineyards.com using the user name and password you received when joining the mailing list, **or by fax** at (510-848-8368), **or by mail** (207A N. Cloverdale Blvd #201, Cloverdale, CA 95425). **No email or phone orders, please.** If you want to **order online and can not find your user name and password**, please email Andy at andy@peayvineyards.com. **If you would like more than your allocation**, please put your request in the additional bottles column and we will adjust your order if we can.

Sub-total		
Sales Tax		
Shipping		
Total		

If you are **paying by credit card**, you **do not need to calculate shipping or tax rates**, we will do it for you. **Magnum shipping rates** will be calculated when entering the order.

CREDIT CARD: VISA and MC Only, No AMEX or Discover

Name on Card: _____ CC#: _____ Exp. _____

Signature: _____

BILLING ADDRESS

NAME _____ STREET _____
 CITY _____ STATE _____ ZIP _____ PHONE _____

Our wine can be sold and delivered only to people who are at least 21 years of age. In placing your order and **signing below**, you represent to us that you are at least 21 years old and that the person to whom delivery will be made is at least 21 years old.

Signature: _____ Thank you!

SHIPPING: See rates on previous page. We are using a **new shipping fulfillment company** — wineshipping.com.

They are the largest, highest quality, most affordable shipper focused exclusively on direct wine shipping. Your **shipping rates are lower** this spring than last spring — by far — and in many cases we **can deliver your wine faster with less risk of temperature damage** throughout the year. There are 2 methods of shipping: UPS Ground and UPS 2 day air. You will note that the Ground shipping to the east coast is stated as 2 day. The rate is \$1 or so higher than what UPS would normally charge our shipper - whose rates are 30-40% lower than normal rates — since our shipper **trucks the packages in a refrigerated truck across the country** and then delivers UPS Ground from their east coast warehouse so the package is only exposed to outside temperatures for 1-2 days like a 2-day air package. How amazing is that?! We will **start shipping wines in mid-February**. We will have an **Open House and Pick Up day** at the winery in Cloverdale on **May 7th**. If you want to come and pick up your order that day **select pick up at winery**. If you want to come to sample current release and library wines and eat delicious wood-fired pizza from Pangaea’s mobile oven, join in. **If you select pick up at winery**, you **must pick up your wine that day** or otherwise we will charge your card and ship to you the week following the pick up party.

SHIPPING METHOD: UPS Ground _____ UPS 2 Day Air _____

SHIPPING ADDRESS (IF DIFFERENT THAN BILLING) NO P.O. BOXES. PREFER BUSINESS:

NAME _____ STREET _____
 CITY _____ STATE _____ ZIP _____ PHONE _____

SALES TAX

AZ	5.6%
CA	9-10%
CT	6%
GA	6%
HI	4.5%
ID	6%
IL	6.25%
KS	8%
LA	4%
MI	6%
NC	6.75-8.25%
NH	8%
NY	7-9.75%
OH	5.5%
TN	9.25%
TX	6.25%
VA	5%
VT	6%
WA	7-8.9%
WV	11%
WI	5%

