In 1983, Tony and Herta Peju bought thirty acres of vines in the famed Rutherford district of the Napa Valley. Since then, the Peju family has maintained a meticulous focus on the vineyard, which has grown to include a proactive approach to sustainability and environmental consciousness. That longstanding commitment and respect for the grapes can be tasted with each sip of these balanced and elegant wines. Still family-owned and operated with daughters Lisa and Ariana poised to take the helm, Peju Winery has become an integral piece of the Napa Valley landscape.

**VINEYARD**

Persephone Vineyard is our 350-acre estate in the heart of Pope Valley, a largely undiscovered grape-growing region in the northeast corner of Napa Valley. The ranch is planted with 130 acres of vines, which includes our Bordeaux grape varieties as well as Zinfandel, Syrah, Sauvignon Blanc, and Chardonnay. At nearly 1,000 feet elevation, the area is characterized by wide temperature swings and little fog, which allows for a consistent growing season and produces fruit with rich, focused flavor, and a precise sense of place. Persephone is sustainably farmed, moving towards organic certification.

**VINTAGE**

Textbook bud break and flowering gave us high hopes for harvest, and Mother Nature did not disappoint. Summer temperatures remained in a precise range during the day, before dipping into the low 50s at night. This wide arc provided gentle, steady ripening and balanced sugar levels, and by evading late rains we finished with a bountiful harvest of undeniably excellent fruit in 2012.

**TASTING**

An expressive wine finessed with elegant intensity, the nose is rich with dried cherry, raspberry, cocoa powder, cigar box and vanilla bean. The palate reveals juicy dark plum, Olallieberry, baking spices and black cherry tart. Finishing with silky, focused tannins our 2012 Fifty/Fifty is enduring; enjoyable now while also cellar worthy.