

2010 MERLOT
napa valley

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 long-standing 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

Peju's Rutherford Estate is a California Certified Organic vineyard, and is planted primarily with Cabernet Sauvignon and Merlot. The winery's two additional properties, located in Pope Valley and Calistoga, are both Certified Sustainable vineyards. At Persephone Ranch in Pope Valley, the climate is suited to grow Sauvignon Blanc, as well as Zinfandel, Syrah, Cabernet Sauvignon, Cabernet Franc, and Merlot. Cabernet Franc and Petit Verdot are grown on the Wappo Vineyard in Calistoga. Drawing from such varied terroir, the wines exhibit the perfect blend of mountain-fruit focus and Rutherford complexity.

VINTAGE

In 2010, higher than average rainfall pushed back budbreak, fruit-set, and veraison by about two weeks, and cooler summer temperatures ensured a harvest that was significantly later than normal. And while late season heat spikes followed by a consistent Indian Summer meant more work in the vineyard, the unusual conditions ultimately gave us great color and flavor development across the board.

TASTING

This is a round, juicy Merlot with tannins that are supple but pronounced—a solidly built wine that is drinkable and fruit forward now but will also fare well with age. The nose is full of ripe blackberry and plum, and more bright berries and currants on the palate along with hints of anise, cocoa and vanilla bean.

APPELLATION
napa valley

VINEYARD
persephone

COMPOSITION
*89% merlot,
11% cabernet sauvignon*

COOPERAGE
*french and american oak,
40% new*

AGING
16 months

ALCOHOL
14.8%

TA
6.3 g/l

PH
3.66

HARVEST DATE
october 2010

BOTTLING DATE
july 2012

RELEASE DATE
march 2013

CELLARING
enjoy now through 2018

SRP
\$35