

2011 FIFTY/FIFTY
napa valley

50/50

PEJU
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, the winery has become an integral piece of the Napa Valley landscape.

VINEYARD

Peju's Persephone Ranch is located in the heart of Pope Valley, a largely undiscovered site in the northeastern corner of the Napa Valley. This high elevation area is characterized by consistently hot summer days, cool nights, and little fog. These conditions allow for a shorter growing season and produce fruit with rich, focused flavor. We are able to grow a wide array of grape varieties here that include Cabernet Sauvignon, Merlot, Syrah, Zinfandel, Cabernet Franc and Sauvignon Blanc. And in keeping with our green initiatives, Persephone is sustainably farmed, moving towards organic certification.

VINTAGE

2011 was a difficult, but rewarding year for the Napa Valley. Cooler than average temperatures continued from spring into the summer along with more rainfall than normal, which presented myriad challenges to the vineyard team, but we finished with a successful harvest after several warm weeks in late October. This vintage ultimately yielded small quantities of beautifully balanced and intricate wines with lower alcohol levels.

TASTING

This wine opens with a big, ripe nose of dark chocolate covered cherry, juicy black plums, cocoa powder, and vanilla bean. The palate offers more in the way of sweet oak with fleshy, silky, uniform tannins and ripe cherry, caramel, and nutmeg notes. The marriage of Cabernet Sauvignon and Merlot offers a decadent, luxurious pairing in the glass.

APPELLATION

napa valley

VINEYARD

persephone

COMPOSITION

*50% cabernet sauvignon,
50% merlot*

COOPERAGE

*50% american oak, 50%
french oak, 65% new*

AGING

16 months

ALCOHOL

14.5%

TA

5.7 g/l

PH

3.69

HARVEST DATE

october 2011

BOTTLING DATE

may 2013

RELEASE DATE

april 2014

CELLARING

enjoy now through 2020

PRODUCTION

1200 cases

SRP

\$85