

2012 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 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

Peju's Rutherford Estate is a California Certified Organic vineyard, and is planted primarily with Cabernet Sauvignon, Merlot and Cabernet Franc. Persephone Ranch is sustainably farmed and its Pope Valley climate is suited to grow Sauvignon Blanc, as well as Zinfandel, Syrah, Cabernet Sauvignon, Cabernet Franc, and Merlot. Drawing from such varied terroir, the wines exhibit the perfect blend of mountain-fruit focus and Rutherford complexity.

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.

TASTING

Our estate grown Merlot is a luscious wine with plum, black currant, cola, anise and vanilla in the nose and on the palate. Blended with a small amount of Malbec, the texture is soft and full with gentle, well-developed tannins in the finish. This is the perfect choice for stews, pork, lamb and sausages.

APPELLATION  
*napa valley*

VINEYARD  
*rutherford estate,  
persephone*

COMPOSITION  
*97% merlot, 3% malbec*

COOPERAGE  
*60% french oak and 40%  
american oak, 40% new*

AGING  
*18 months*

ALCOHOL  
*14.5%*

TA  
*6.2 g/l*

PH  
*3.59*

HARVEST DATE  
*october 2012*

BOTTLING DATE  
*june 2014*

RELEASE DATE  
*october 2014*

CELLARING  
*enjoy now through 2018*

SRP  
*\$35 | \$420*