

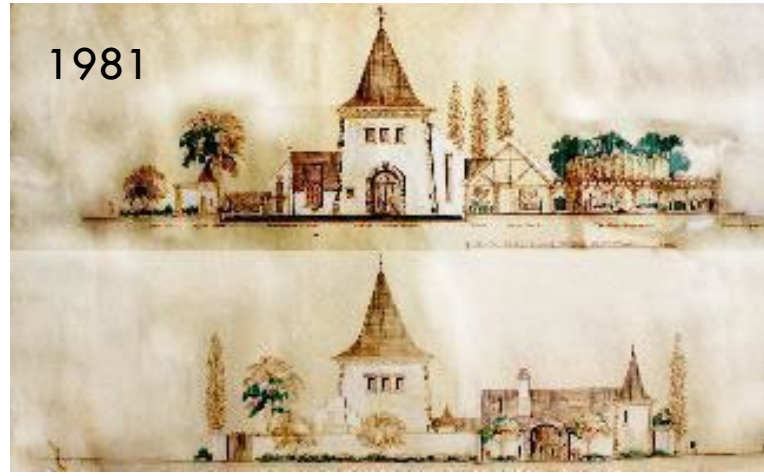
PEJU

NAPA VALLEY



VISIONARY

In **1981** Tony Peju sketched out a vision for winery with architect Calvin Straub



1981

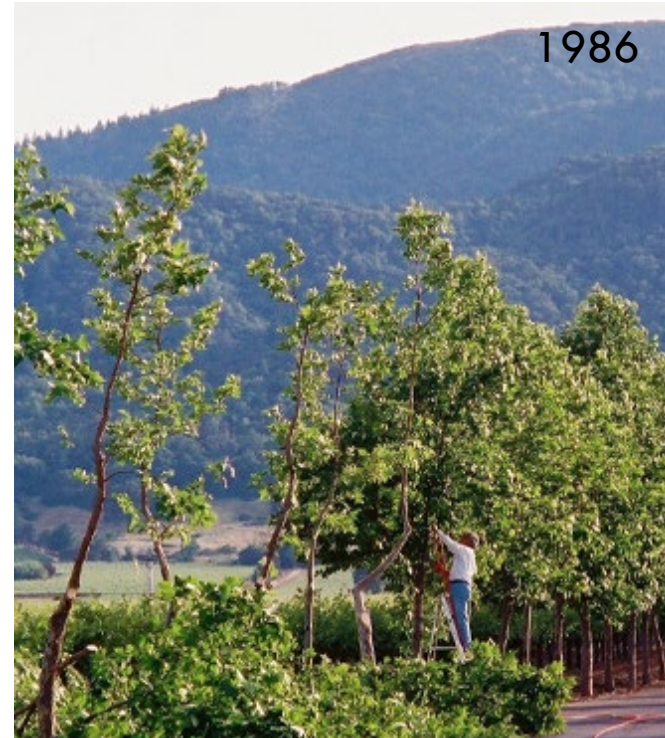
In **1983** Tony and Herta (HB) Peju purchased 30 acres in Rutherford, Napa Valley



1983

In **1985**, first wine released, a 1982 Napa Valley Cabernet Sauvignon

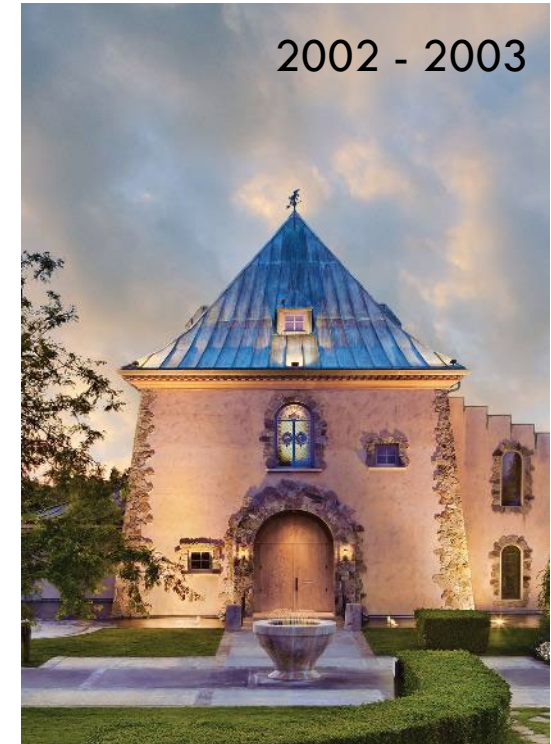
In **1986** Tony plants the famous sycamore trees, pruning twice a year



1986

In **2002** construction began on the Tower, completed in 2003

In **2023**, PEJU celebrated its 40th Anniversary



2002 - 2003

THE PEJU BRAND PILLARS

FAMILY OWNED & OPERATED



ESTATE VINEYARDS



226 acres across six different Napa Valley vineyards

SUSTAINABLE



FEMALE OWNED & LED



Second generation CEO Ariana Peju

FAMILY OWNED & OPERATED



Peju Family 1986
Left to Right: Tony, Ariana, Herta (HB) & Lisa



Peju Family 2024
Left to Right: Herta (HB), Lisa & Ariana

TALENTED TEAM OF WOMEN HELPING TO DRIVE THE BUSINESS

Co-Founder

- Herta (HB) Peju

Owners

- Lisa & Ariana Peju

Winemaking

- Sara Fowler, VP Winemaking and Vineyards
- Karla Hernandez, Assistant Winemaker

Finance & Administration

- Kandiss Schulz, VP of Finance
- Lisa Kough, Human Resources Manager

Sales & Marketing

- Nadia Kinkade, Senior Director of DTC Sales and Marketing
- Ainslie Bruneau, Director of Hospitality
- Erika Boudreaux, Director of Membership and Sales
- Abby Graham, Business Development Manager
- Katie Gallogly, Digital Communications Manager
- Holly Evans, Senior Marketing Manager
- Sharon Leachman, Business Sales Analyst
- Niccole Gould, Hospitality Manager
- Ryan Norton, Western Regional Sales Manager



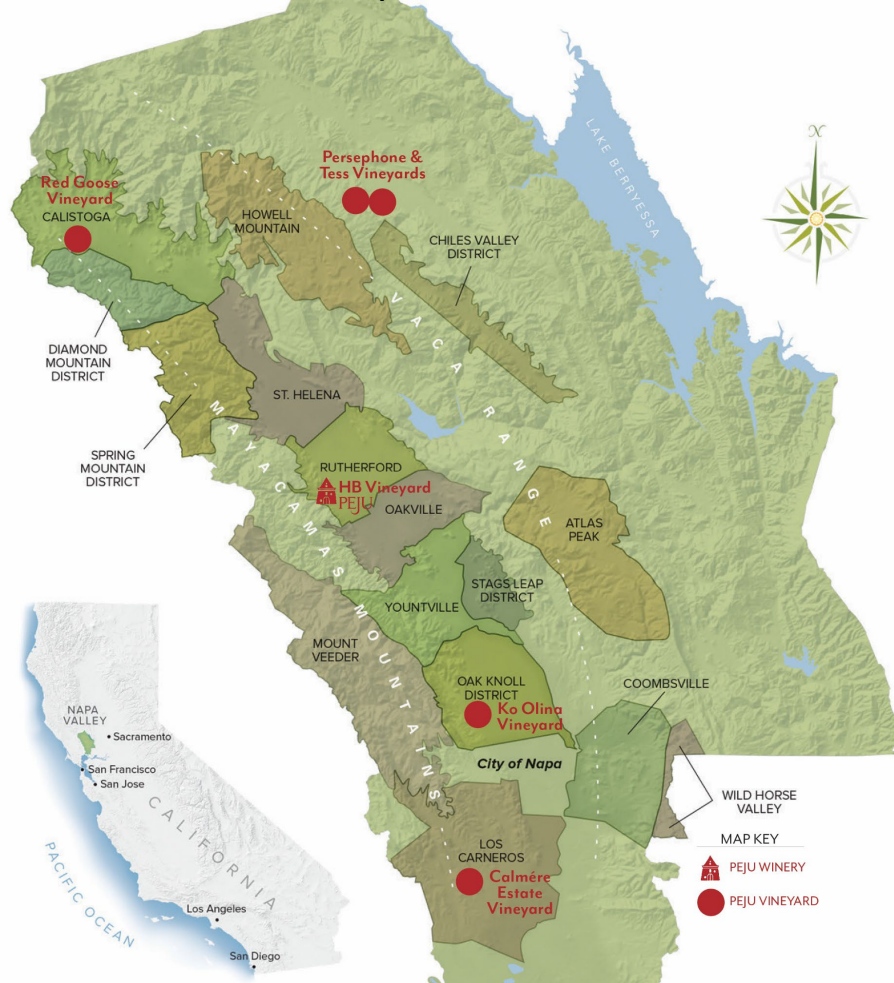
PEJU PRESIDENT — DAVID AMADIA

David is a seasoned professional with over 35 years of experience in the wine industry. Throughout his career, he has had the privilege of working alongside industry icons like Bob Trinchero, Peter Gago of Penfolds, Randall Grahm of Bonny Doon Vineyards, and 18 years with Paul Draper at Ridge. With extensive experience in international markets, David has conducted business in over 40 countries and is now leading PEJU's efforts to expand into key global markets.



SIX ESTATE VINEYARDS NAPA VALLEY

616 acres, 226 planted



HB Vineyard, Rutherford

- 30 acres, 22 planted
- Cabernet Sauvignon, Cabernet Franc, Merlot, French Colombard, Malbec, Petit Verdot

Persephone Vineyard, Pope Valley

- 350 acres, 120 planted
- Chardonnay, Sauvignon Blanc, Merlot, Cabernet Sauvignon, Cabernet Franc, Petit Verdot, Zinfandel

Red Goose Vineyard, Calistoga

- 87 acres, 10 planted
- Cabernet Sauvignon, Cabernet Franc, Petit Verdot

Tess Vineyard, Pope Valley

- 43 acres, 29 planted
- Sauvignon Blanc, Cabernet Sauvignon, Cabernet Franc, Petit Verdot, Sangiovese

Ko Olina, Oak Knoll District

- 6 acres, 5 planted
- Cabernet Sauvignon

Calmère Estate, Carneros

- 40 acres, 100 acres planted
- Chardonnay, Pinot Noir

SUSTAINABLE BUSINESS PRACTICES

LONGEVITY OF PEOPLE, LAND, AND RESOURCES

- 720 solar panels installed on the roof of the winery, 2006
- Certified Organic, 2007
- Certified Napa Green Winery, 2009
- Certified Napa Green Vineyard, 2009
- Certified Bay Area Green Business, 2009
- Certified Fish Friendly Farming, 2019
- EV charging stations for guests & employees
- Best Places to Work, North Bay Business Journal 2019, 2020, 2021, 2022, 2023 & 2024

NORTH BAY
Business Journal!
BEST PLACES to WORK!



PEJU EXPORT PORTFOLIO



PORTFOLIO AND US\$ RETAIL PRICES

WINE			SRP (US\$)
North Coast Sauvignon Blanc			\$25
Napa Valley Sauvignon Blanc			\$32
Carneros Chardonnay			\$35
Napa Valley Cabernet Sauvignon			\$65
Napa Valley Cabernet Franc			\$80
Reserve Cabernet Sauvignon, Rutherford (6/750ml)			\$150
Reserve Cabernet Franc, Napa Valley (6/750ML)			\$150

SARA FOWLER

VICE PRESIDENT OF WINEMAKING & VINEYARDS

- Joined PEJU Winery as winemaker in 2006
- Passion for Bordeaux varietals and talent for innovative blending
- Named “Winemaker of the Year” in *Napa Valley Life* in 2016, 2017, and 2018
- Vice President, Rutherford Dust Society



PEJU ACCOLADES

North Coast Sauvignon Blanc

- 92 points, *Wine Enthusiast*, 2023 vintage
- 92 points, *The Tasting Panel*, 2022 vintage
- 93 points, *The Tasting Panel*, 2020 vintage
- 90 points, *Wine Enthusiast*, 2020 vintage

Napa Valley Sauvignon Blanc

- 90 points, *Wine Enthusiast*, 2023 vintage
- 90 points, *James Suckling*, 2023 vintage
- 91 points, *James Suckling*, 2022 vintage
- 91 points, *James Suckling*, 2021 vintage

Carneros Chardonnay

- 93 points, *The Tasting Panel*, 2021 vintage
- 91 points, *James Suckling*, 2021 vintage
- 91 points, *James Suckling*, 2020 vintage

Napa Valley Cabernet Sauvignon

- 94 points, *Decanter*, 2022 vintage
- 93 points, *Decanter*, 2021 vintage
- 91 points, *James Suckling*, 2021 vintage
- 90 points, *Wine Advocate*, 2021 vintage
- 91 points, *Wine Spectator*, 2019 vintage

Napa Valley Cabernet Franc

- 96 points, *The Tasting Panel*, 2021 vintage
- 93 points, *James Suckling*, 2021 vintage
- 91+ points, *Wine Advocate*, 2021 vintage
- 90 points, *Wine Enthusiast*, 2021 vintage
- 93 Points, *James Suckling*, 2019 vintage
- 91 Points, *Wine Spectator*, 2019 vintage
- 90 Points, *Wine Advocate*, 2019 vintage

Reserve Cabernet Sauvignon, Rutherford

- 92 points, *James Suckling*, 2019 vintage
- 92 points, *Wine Advocate*, 2019 vintage
- 98 points, *The Tasting Panel*, 2018 vintage
- 91 Points, *James Suckling*, 2018 vintage

Reserve Cabernet Franc, Napa Valley

- 92 points, *James Suckling*, 2019 vintage
- 92 points, *Wine Advocate*, 2019 vintage
- 92 points, *Jeb Dunnuck*, 2018 vintage
- 92 Points, *James Suckling*, 2018 vintage

U.S. NATIONAL CHAIN PLACEMENTS

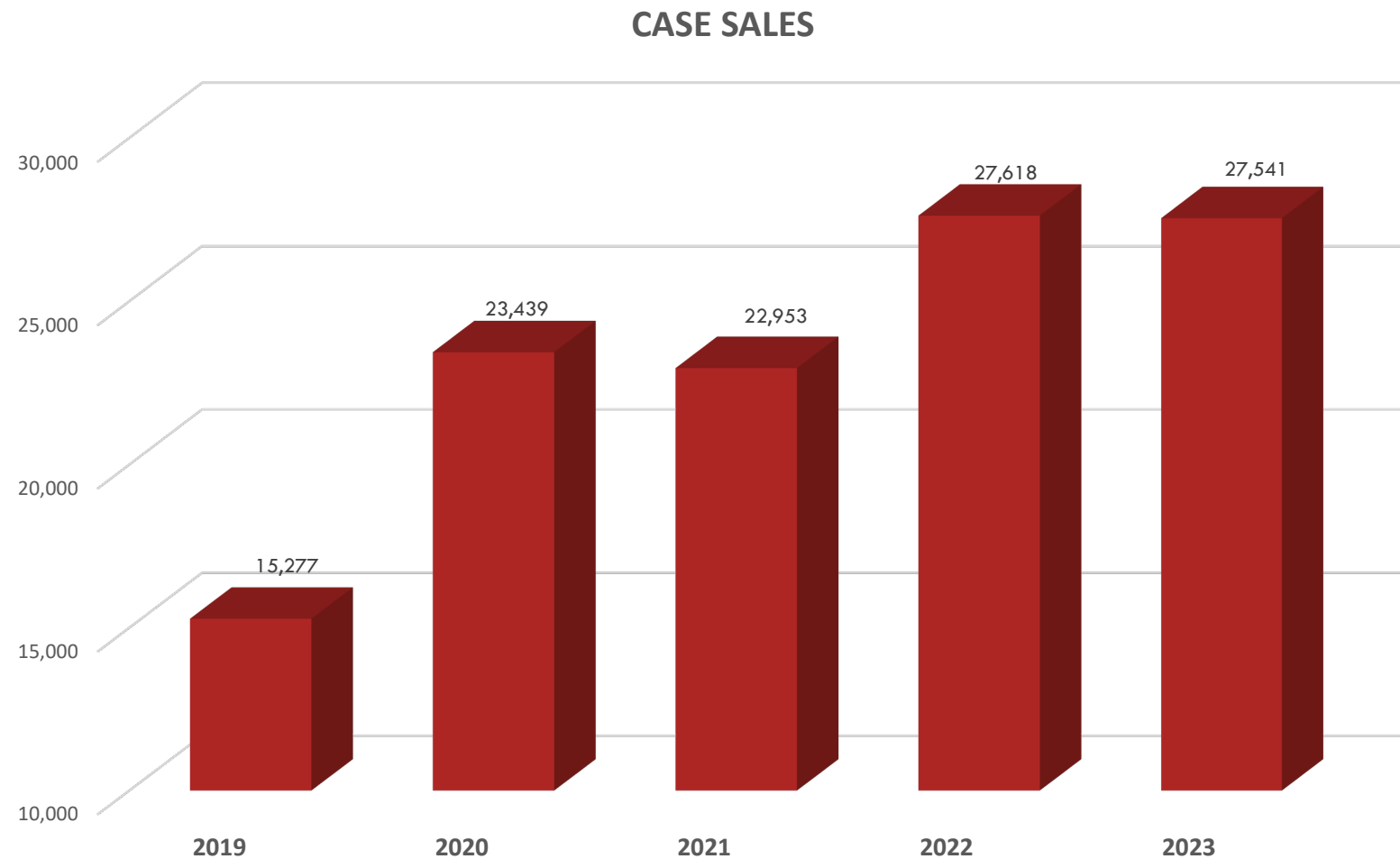
Top 25 Retail Chains

TOTAL WINE & MORE
H E B FOOD & DRUG STORE
ALBERTSONS
COSTCO WHOLESALE
SAFEWAY
H E B CENTRAL MARKET
ABC FINE WINE & SPIRITS WAREHO
TOM THUMB
RALEYS
BEVMO!
BINNYS BEVERAGE DEPOT
MARKET STREET
BRISTOL FARMS WAREHOUSE
SPECS WINE SPIRITS & FINER FOO
WHOLE FOODS MARKET
WINE.COM
RANDALLS FOOD AND DRUG
KROGER
THE FRESH MARKET
PAVILIONS
AJS FINE FOODS
GELSONS DISTRIBUTION CENTER
VONS
SHOPRITE LIQUORS
GOODY GOODY LIQUOR

Top 25 On Premise Chains

CHARLEYS STEAKHOUSE
MARRIOTT
LANDRY'S CONCEPTS
MONKEYPOD KITCHEN
SUSHI ROKU
CLUBPROCURE
FOUR SEASONS HOTEL
FAIRMONT HOTEL
RUTHS CHRIS STEAK HOUSE
RITZ CARLTON
INVITED
HARRAHS
PAPPAS BROS STEAKHOUSE
PALM RESTAURANT
BOBS STEAK & CHOP HOUSE
TRULUCKS
MARIANOS FRESH MARKET
RENAISSANCE
HYATT
WESTIN HOTELS & RESORTS
ROYS
HILTON
CAPITAL GRILLE
PARK PLAZA HOTELS
BON APETIT

U.S. FIVE YEAR SALES TREND



PEJU

NAPA VALLEY

THANK YOU!

