



In 1983, Tony and Herta (HB) Peju purchased thirty acres of vines in the famed Rutherford district of Napa Valley. They worked hard to build a winery, plant estate vineyards and raise their family. PEJU remains family-owned with Tony and HB's two daughters Ariana and Lisa guiding the business today. Ariana and Lisa are bringing fresh ideas while maintaining the meticulous focus on quality that began 40 years ago. With its landmark tower and warm hospitality, PEJU Winery is an integral part of the Napa Valley landscape.

2022 THE BEGINNING, NAPA VALLEY

INSPIRATION

Created exclusively for our Club PEJU members, 'The Beginning' features Tony Peju on the label with "JR", a retired racehorse named after Johannisberg Riesling. In the 1980s, the Peju family had two horses, JR and Sonny, that they often rode along the Napa River and between the vineyards surrounding the winery in Rutherford.

VINTAGE

The 2022 Napa Valley vintage is described as "the tale of two harvests," marked by unique weather challenges. The white and red wine harvests began in quick succession, with triple-digit September heat followed by rain halting the frantic pace. Grapes left to hang through October benefited from mild weather, achieving optimal ripeness. Winemakers praise the vintage for its diversity: red wines feature deep color, luxurious tannins, and fruit-forward aromatics, showcasing Napa Valley's signature range from vibrant to powerful.

TASTING

The Beginning is a bold expression of 100% Petit Verdot, unfolding with a captivating violet nose and deep blue fruit aromas. This full-bodied wine boasts firm tannins that lend structure and intensity, creating a powerful yet balanced experience. Layers of dark fruit intertwine with a subtle flinty characteristic, adding depth and intrigue. With its rich texture and lasting finish, The Beginning showcases the strength and sophistication of Petit Verdot in its purest form.

DETAILS

Appellation:	Napa Valley
Composition:	100% Petit Verdot,
Oak:	French & American, 50% new
Aging:	18 months
Harvest:	October 2022
Release:	April 2025
Winemaker:	Sara Fowler
Alcohol:	15%

