



A Petite Review

Newsletter ~ Summer 2005

ANNUAL MEETING 2006 Officers Elected:

President: John Monnich, Silkwood Wines
Vice President: Jeff Cohn, Rosenblum Cellars
Secretary: Louis Foppiano, Foppiano Vineyards
Treasurer: Christine Wells, Foppiano Vineyards
Director: Jim Concannon, Concannon Vineyard
Director: Larry Mettler, Mettler Wines
Director: Ken Wilson, Wilson Farms
Director: Fred Vaske, Vaske Family Vineyards
Executive Director: Jo Diaz

NEXT B.O.D. MEETING Wednesday, November 16, 2005

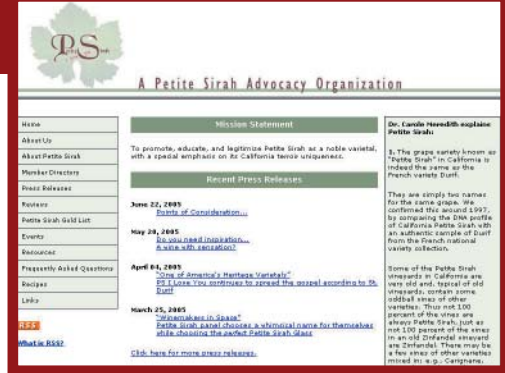
Location may possibly be at U.C. Davis. Details will follow in an E-mail. As always, all members are welcome to attend the meeting.

Heritage Clone Vineyard Chair Patty Bogle would like to meet at this location so members of PSILY can become familiar with where the Heritage Clone Vineyard will be located. U.C. Davis's Michael Anderson is heading the project under the direction of Dr. James Wolpert, the Department Chair for Viticulture and Enology.

www.psiloveyou.org

PETITE PRESS

Since the start of P.S. I Love You, the amount of publicity on Petite continues to snowball, and remains a story very much of interest to wine writers. Our newly designed Website has a counter on the "Reviews" page. Since October 2002, 97 articles have been documented on Petite. In 2005 alone, 36 articles have been uploaded as part of those 97 stories. This clearly demonstrates the power of our group actualizing our mission statement: To promote, educate, and legitimize Petite Sirah as a noble varietal, with a special emphasis on its terroir uniqueness.



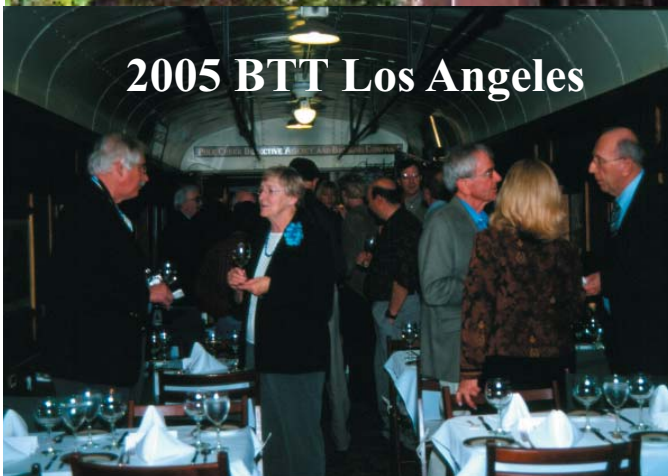
SYMPOSIUM SCOOP

This year Foppiano Vineyards Fourth Annual Petite Sirah Noble Symposium had another full program, including what has become two of the day's favorite activities: the annual Petite Sirah tasting of attendees wines, and the annual Bar-B-Que lunch.

The program continues to address issues surrounding the growing and producing of Petite Sirah, and recruits the best talent in the industry.

Speakers this year were the following:

- ❑ **Bruce Gradek, American & Lake County Grapevine Nurseries:** "Clones - What's currently available"
- ❑ **Patty Bogle, Bogle Vineyards with Mike Anderson, University of California at Davis:** "Heritage Clone Vineyard Update"
- ❑ **Theo Csavas for Daniel Roberts, Integrated Winegrowing:** "Importance of diurnal temperature changes on variety and clone choices"
- ❑ **Clark Smith, Vinovations:** "Elevation, Building something beautiful with your Petite: The building blocks of visceral structure"
- ❑ **Robert Brittan, Brittan Winery & Vineyards:** "Petite Sirah and Winemaking: When less is more, or why Petite is more like Pinot than Cabernet"

2005 BTT San Francisco**2005 BTT Chicago****2005 BTT Los Angeles**

Marketing Issues

Activate the Marketing Committee

To date, Dave Pramuk has been the Chairman of the Marketing Committee, with very little support. Members who attended the annual meeting vowed to help Dave with the following:

- Work in conjunction w/special interest groups
- Work w/already existing wine festivals
- Give PSILY growers the list of PS producers
- Have a five-year vertical of PS with invited media guest, to prove agability

Membership Needs to Increase

In order to become more self sufficient, PSILY needs to increase membership. It was discussed at the annual meeting that if each member were to bring in one more member, we would double our efforts. That would give PSILY the additional income that's needed to market Petite Sirah.

We would be guaranteed a larger tasting in the San Francisco Bay Area that would be consumer driven. To date, Concannon Vineyard has underwritten the cost of the 2004 and 2005 Blue Tooth Tour with six figure budgets. In 2006, PSILY will have less support, as we need to grow internally, relying less on the generosity of any single member like Concannon Vineyard.

Heritage Clone Vineyard

We're interested in your oral history.

Call Patty Bogle ~ 916-744-1139

2005 New Members

Judds Hill
Miro Cellars
Spellbound
Five Oaks Vineyards
Vaske Family Estates
Victor Hugo Winery
Mendocino Wine Company
Canino Ridge
San Francisco Wine Exchange
Stags' Leap Winery
Catlin Farm

Petite Sirah
wine glasses
are in production.

To Order:
Paul Manchester
707-338-0103

DAS ATMEKDE GLAS
Breathable Glass™
Öffnet Bouquet und
Aromen in 2-4 Minuten



www.psiloveyou.org