



### Most Recent Event: Masters of Petite Sirah



Upper left: Guests enjoy the tasting and auction. Above: Dan Berger delivering his keynote address. Lower left: Dinner in Markham's wine cellar.

The Masters of Petite Sirah was held on the evening of Friday, November 9, 2007, at Markham Vineyards in St. Helena. The event was a great success and truly showcased the ageability of Petite Sirah. Thirteen members' wines were poured at a walk around tasting that were vintage 1997 or older. A silent auction was held and raised \$4200. We had amazing auction items and are grateful to our members for donating incredibly irresistible items. The tasting and auction was followed by a winemaker dinner in Markham's historic wine cellar. Current vintage pets were enjoyed with dinner and Dan Berger delivered a keynote address to the audience of Petite Sirah enthusiasts and vintners. It was a memorable evening and a very special night for Petite Sirah. Thank you to everyone who contributed to the success of this event.

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### Upcoming Event: Dark & Delicious

Get ready - 'cause here it comes! Dark & Delicious is back, February 8, 2008. This year the huge food and wine event will be held at the Palace of Fine Arts in San Francisco. The response from members wanting to participate was overwhelming. There will be 35 members pouring this year - up from 20 last year! Many food vendors from last year's event are excitedly returning this year. Tickets are now on sale through psiloveyou.org.

#### Symposium Sentiment

*"Dennis Fife said something very perceptive at the conference (Petite Sirah Symposium) that has stayed with me. He said that he didn't mind Petite Sirah being 'under the radar' because it gave a smaller, less well known vintner like himself something to 'own' or set himself apart. He contended that when a varietal or style becomes fashionable or hot in the trade/media these days, then everyone rushes in with their own version and the pioneers often suffer. I think there is a strong element of truth to this. Typically the worst gluts and price-cutting occurs when producers are convinced that an item is hot and step up production before the consumer take-away is really there. As promoters of Petite Sirah, it's an interesting balancing act between convincing the trade to support Petite Sirah without getting the hype or producer expectations ahead of the actual consumer take-away."*

- Christian Miller  
Full Glass Research

For more information about any of the topics covered in this newsletter contact **Jo Diaz:**  
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### 2007 Newest Members Since March 2007

Ridge Vineyards	(Cupertino)
Maloy O'Neill Vineyards	(Paso Robles)
Cecchetti Wine Company	(Vineburg)
Carver Sutro	(Calistoga)
Twisted Oak Winery	(Murphys)
Berryessa Gap Vineyards	(Winters)
Vincent Arroyo Winery	(Calistoga)
Diamond Head Cellars	(Hawaii)
S.E. Chase Family Cellars	(St. Helena)
Ursa Vineyards	(Placerville)

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#### PS I Love You mourns the loss of David Jones, Co-Owner of Lava Cap Winery, Placerville.

David Jones recently passed away after a long illness. David was an early member of PS I Love you; thereby being very instrumental in helping to shape PS I Love You as an advocacy organization to champion Petite Sirah as a noble, historical cultivar. David Jones will be deeply missed, and our heartfelt condolences go out to his family and friends.

#### New Officers and Board of Directors for August 2007 to the August 2008 Term

The current Board of Directors has named the new a new board of directors and officers for the Aug. '07-July '08 year.

- **President (Continuing):** Jeff Cohn, JC Cellars
- **Vice President (Continuing):** Kent Rosenblum, Rosenblum Cellars
- **Secretary (Returning):** Jim Concannon, Concannon Vineyard
- **Treasurer (Continuing):** Patty Bogle, Bogle Vineyards (Continuing in this position)
- **Immediate Past President and BOD member:** Dave Pramuk, Robert Biale
- **Board Member (Continuing) Past President:** John Monnich, Silkwood Wines
- **Board Member (Continuing):** Paul Dolan, Mendocino wine Group | Parducci
- **Board Member (New):** Robert Brittan, Brittan Family Vineyards
- **Board Member (New):** Brian Del Bondio, Markham Vineyards
- **Board Member (Returning):** Larry Mettler, Mettler Wines

A number of PSILY members are active on one or more committees. The Membership Committee is chaired by Ken Wilson. The Events Committee and the Marketing Committee are both chaired by Dave Pramuk. Jim Concannon, who has a deep commitment to the PSILY organization and felt strongly about continuing his involvement with the group, is chairman for the newly-formed History Committee.



## Annual Meeting Highlighted Leaders of Petite Sirah

~ Phenomenal Service Award - Louis M. Foppiano ~  
~ Sixteen PS I Love You Pioneers were Given Founder Awards ~



This year marks the Fifth Anniversary for PS I Love You. The annual meeting was held on Monday, August 6, 2007, at Mark West Lodge in Santa Rosa, California. At this meeting, members of PS I Love You received awards to not only draw attention to their meritorious service on behalf of Petite Sirah, but also to honor those who have led the way with this American Heritage cultivar.

Louis M. Foppiano, Jr., of Foppiano Vineyards, was selected to receive the second Phenomenal Service Award, because as last year's President Dave Pramuk (Robert Biale Vineyards) so succinctly put it, "None of us would be here, if it weren't for Lou. He started the Petite Sirah Symposium, and PS I Love You is a direct result of attendees taking action when Lou gave his blessings for an advocacy group to get started." The industry, as well as PS I Love you, owes a debt of gratitude to Louis M. Foppiano, Jr. This year's award is a way of letting Louis know that his efforts have been noticed.



Left to right: Dave Pramuk, Louis M. Foppiano

PSILY began a new tradition this year, with the creation of the Founders Award. The criteria for this award were stringent. Growers must have been growing Petite Sirah from 1884, when it first arrived in the United States. The range for growers is from 1884 until 1972. Producers must have been varietally labeling Petite Sirah between 1964 and 1974, which is within the first 10 years of it being marketed as labeled Petite. These awards were a very important way of honoring those passionate vintners, growers, and winemakers who have committed themselves to guaranteeing Petite Sirah's placement in California history, as a historical cultivar. This will be an annual award given to new, incoming members of PS I Love You who meet the criteria.



Left to right, front row: Richard Mounts, John Alger, Jim Pedroncelli, Patty Bogle, Leo Trentadue ~ Left to right, back row: Craig Moore, Van Ballentine, Larry Mettler, Jim Concannon

## A Letter from the President

Dear Fellow Lovers of, and Extremely Passionate Followers and Disciples of, Petite Sirah!

The complete list of members who received Founders Awards are as follows:

- **Dr. Carole Meredith**  
UC Davis's geneticist who discovered the DNA fingerprinting for Petite Sirah/Durif.
- **John Staten**  
Field Stone Winery
- **Louis J. Foppiano, Sr.**  
Foppiano Vineyards
- **Jim Concannon**  
Concannon Vineyard
- **Van Ballentine**  
Ballentine Vineyards
- **Dan Teldeschi**  
F. Teldeschi Winery
- **John Pedroncelli**  
Pedroncelli Winery
- **Larry Mettler**  
Mettler Family Vineyards
- **Paul Dolan**  
Parducci Wine Estates
- **Richard Mounts**  
Mounts Vineyards
- **Patty Bogle**  
Bogle Winery
- **Leo Trentadue**  
Trentadue Winery
- **John Alger**  
Alger Vineyards
- **David Bruce**  
David Bruce Winery
- **Kevin Morrissey**  
Stags' Leap Winery
- **Bruce Fry**  
Mohr-Fry Ranches

You know who you are; some of you admit to it, some of you feel a touch shy to be routing for the underdog grape. Well, as your new Prez, I welcome you to the House of Pets, where all are welcomed with open arms, no matter how many Cabernets and Chardonnays you've consumed in the past. We're not here to judge, but to encourage you on your way to recovery. We have counselors on hand with corkscrew and glass, to make you feel at home and ready to partake in the black elixir we love to call the Big Bad Boy. So, without further adieu, Welcome to Club PS I Love You.

In all Seriousness, I'm very excited to take over the reigns of PS I Love You, and hope that as an organization we're able to take Petite Sirah to the next level, be that in a better understanding that Petite of today is not your Daddy's Petite. Today's Petite Sirah are just as big and bold, but the tannins are in check, they are more lush and actually have a level of finesse (yes, I said finesse) not seen until recent years. This, I feel, has not only allowed us to be viewed by a larger market, that's looking for the biggest bang for their money; but also, by those who want to have a wine that has complexities and intensities that comes from the noblest of grapes. This leads me to my thoughts for the future.

As this organization has grown and becomes more of a force in the industry, we've seen both an increase in attendance at our functions and by wine writers really taking notice of our growth and the ever-changing philosophy of what Petite Sirah is. I pledge to keep the steamship running.

As I've observed the Symposium grow each year, I've also put much thought into what each winery and grower is really looking for in each of our guest speakers and how the panel discussions have worked. They've been quite effective, but I would like to see us focus on a flavor and texture profile seminar. In these sessions, winemakers, with their growers, will discuss their vineyards, and how the growers work together with the wine-makers to produce these wines. (Everybody has a great story to tell). These sessions, I feel, will be both eye-opening and will bring out more of the personalities of the membership. I'd also like to hear more from those who have been producing Pets the longest. Their voice needs to be heard. Their spirit is what leads me to produce Petite, and I feel this is why many others do, also.

The Masters of Petite Sirah should prove to be a dynamic event. I wish I had saved some more of my older vintages so I too could pour them; however, my wife's a CPA, and feels that we need to share them with the rest of the world now - or, in other words, Cash Flow is King. I look forward to the camaraderie and wine tasting experience this event will provide.

Dark and Delicious: Last years' event (at Rosenblum Cellars) was so outstanding and fantastically produced, I'm not sure how it can be topped; although, we're expecting this year's venue, The San Francisco Palace of Fine Arts, to also be phenomenal!

As soon as harvest is over and after my trip to Cabo (a winemaker must do what a winemaker must do), I'll be getting together with the board of directors to review the future, and create a game plan that should prove to be fruitful and intense as a ½ ton bin of Petite Sirah!

All the best,

Jeff Cohn  
President of PS I Love You, 2007-2008