

PS I Love You

Petite Sirah Press Composite

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Santa Rosa, California

Beverage Media

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Decanter



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San Francisco Chronicle
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THE WINE NEWS

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**CHARTER MEMBERS
2002-03**

Organizational Membership

Cilurzo Vineyards & Winery
Audrey Cilurzo
Vincenzo Cilurzo
David Bruce Winery
David Bruce
Jeannette Bruce
Foppiano Vineyards
Louis M. Foppiano, Jr.
Christine Wells-Groff

Individual Memberships

Barra Family Vineyards
Peter Barra
Diablo Vista Vineyard
Dwight Meadows
Guenoc Winery
Derek Holstein
McFetridge Vineyards
Britton McFetridge
Mettler Family Vineyards
Larry Mettler
Lolonis Winery
Phillip Lolonis
Pacific Star
Sally Ottoson
Rancho Zabaco
Eric Cinnamon
R.A. Ripken Grape Nursery
Richard Ripken
Rosenblum Cellars
Kent Rosenblum
Shannon Ranch
Clay Shannon
Silkwood Wines
John R. Monnich
Trentadue Winery
Miro Tcholakov
Wilson Farms
Kenneth Wilson

Norm Roby. *Decanter*, Aug. 02, 2002, **A New Pedigree** - **“Trying to turn Petite Sirah into a noble variety** with a cult following may be overly ambitious, but Lou Foppiano of Sonoma County is giving it his best shot. Encouraged by recent DNA research that concludes what is called Petite Sirah in California is a clone of Syrah and Peloursin... those who remained loyal... can share the enthusiasm...”

Beverage Alcohol Market Report, NY, Sept. 9, 2002 - “Foppiano Vineyards is proud of its **role as host for the first annual Petite Sirah Symposium** at its Healdsburg winery. The day long producer/grower symposium offered a ‘unique forum’ from which to share ideas and expertise. Objective was to ultimately bring consumers a better Petite Sirah.”

Frank Prial, *New York Times News Service*, Sept. 27 2002 - **There’s nothing second rate about the noble petite sirah. “It’s time to stand up for Petite Sirah...”**

Gerald D. Boyd, *San Francisco Chronicle*, Oct. ‘02 - **Petite Sirah hoping for a comeback**, “an enthusiastic group gathered last August at Foppiano Winery in Sonoma to see what they could do with Petite Sirah. **‘We’re trying to write the book on Petite Sirah,’** announced Lou Foppiano... In the symposium session ‘Flavors of the Vine...’

Bob Johnson, *Victorville Valley Daily*, Oct. 9, 2002 - In a manner of speaking, Petite Sirah is the oxymoron of the wine world. For one thing, it’s not Sirah, although it’s sometimes spelled that way. **For another, there’s nothing “petite” about it.**

David Pursglove, *TrendCast*: **Petite Sirah to Climb in Popularity, Petite Sirah Promotion Group Formed** - **The petite sirah group, “PS I Love You,”** will be in place by early next year...

Elizabeth Frater, *Legal Times: Wine Counsel*, Oct. 28, 2002 - “...the flavors of Petite Sirah dovetail so beautifully with hearty tomato-based sauces, blackened-fish dishes, rich cheeses, and robust courses like game, beef, and lamb... age well and **can mature for a decade after the vintage into a complex, smooth, elegant wine.**”

The Wine News, Clusters, Nov. 2002 - “Hoping to make Petite Sirah **the next big thing**, Healdsburg’s Foppiano Vineyards hosted the First Annual P.S. Symposium.”

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Richard Ripken
Rosenblum Cellars
Kent Rosenblum
Shannon Ranch
Clay Shannon
Silkwood Wines
John R. Monnich
Trentadue Winery
Miro Tcholakov
Wilson Farms
Kenneth Wilson

David Pursglove, *foodservice Monthly*, Nov. 2002 - **Petite Sirah Interest Climbs Among Diners, “Wine Consumers are becoming increasingly interested in Petite Sirah**, and a study we made at our TrendAnalytics Group shows the interest will accelerate next year and soar in 2004... Likely giving the trend a strong nudge is a new Petite Sirah promotion group...

Richard Paul Hinkle, *Vineyard Winery Management*, Dec. 2002 - **California Petite Sirah: Where ‘Petite’ Doesn’t Mean Small** - “... for the longest time, the Petite was brought in from the bullpen as a blending savior. Need more color? Petite Sirah. Need for body? Petite Sirah. Need more flavor? Petite Sirah. That was then. The ‘now’ is this: **Petite Sirah deserves to stand on its own.** ... the First Annual Petite Sirah Symposium, held at Foppiano Vineyards (Healdsburg) last August.”

Santa Rosa Press Democrat, Dec. 14, 2002 - Fans of petite sirah, a red grape grown on limited acreage in the North Coast and not known to most wine consumers, have formed a **new marketing and promotion group** called PS I Love You. The group includes growers, winemakers and aficionados of the wine grape once used predominantly in blends to give needed body and color to generic red table wines...”

Sonny Martin, *Visalia Times*, Dec. 18, 2002 - Petite Sirah is an all-but-forgotten grape variety that is **embedded in the history of wine-making in California...** The Charter members of this group are: Cilurzo Vineyard & Winery, Foppiano Vineyards, Pacific Star Winery, Rosenblum Cellars, Silkwood Cellars, and Wilson Farms.