



FOR IMMEDIATE RELEASE:

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The Seventh Annual Petite Sirah Symposium Coming Soon to Concannon Vineyard

Tuesday, August 4, 2009

There is still time to register! Just visit www.petitesirahsymposium.com

Windsor, CA – New location, same passion and camaraderie to be experienced by industry leaders who grow and produce Petite Sirah. The Seventh Annual Petite Sirah Symposium has moved from Foppiano Vineyards to Concannon Vineyard in Livermore Valley. Time is running out to register, and we've already got an amazing line-up of speakers and attendees.

“The venue at Concannon Vineyard could not be more perfect,” states Jo Diaz, the event’s organizer. “Concannon Vineyard has – from the start of the PS I Love You – provided so many opportunities for collecting marketing through their philanthropy, including being the new sponsor of this event.”

PS I Love You is also very pleased to announce the sponsorship of three wine industry trade magazines:

1. Practical Winery and Vineyard (www.practicalwinery.com)
2. Wine Business Monthly (www.winebusiness.com)
3. Wines & Vines (www.winesandvines.com)

The day has a packed agenda, with eight sessions addressing key issues regarding Petite Sirah. The sessions and speakers are as follows:

- **SESSION I ~ HERITAGE CLONE VINEYARD ~ UPDATE**
Patty Bogle, *Bogle Vineyards*, Mike Anderson and Dr. James Wolpert, *University of California at Davis*
- **SESSION II ~ MARKETING: Sommelier Ellen Landis, *Landis Shores Oceanfront Inn - Petite Sirah... Great food and wine pairing recommendations***
- **SESSION III ~ MARKETING: Christian Miller, *Full Glass Research Statistical growth of Petite Sirah and where it seems to be headed***



- SESSION IV ~ ENOLOGY, PART I: Julian Halasz and John Clark, **Concannon Vineyard** - *Tannin Control: sharing protocols being used to achieve more ‘forgiving’ tannins*
- SESSION V ~ ENOLOGY, PART II: Chris Smith, **Bogle Vineyards** *Port and Port-style wine making using PS*
- 11:00 - 11:20 a.m. ~ SESSION VI~ VITICULTURE, PART I: David Gates, **Ridge Vineyards** - *Hang time, clonal selections, vine age*
- SESSION VII ~ VITICULTURE, PART II : John Monnich, **Silkwood Wines** *Tight cluster reduction: help eliminate bunch rot by increasing air around berries*
- SESSION VIII: VITICULTURE, PART III: Bill Pease, **Madrigal Vineyards**: Bob Biale, **Robert Biale** - *Excellent regeneration of root systems with old PS vineyards*

The Best of The Pets Tasting will take place from 12:00 - 1:00 p.m., hosted by Jim and John Concannon. From 1:00 – 2:00pm attendees will enjoy the Annual Lunch, and for the first time ever, the program has been expanded to include a media PS tasting after lunch in Concannon’s new barrel room from 2:00-3:00pm.

The following is a list of attendees currently registered for the event.

- Artein
- Artisan Family of Wines
- Aver Family Vineyards
- Berryessa Gap
- Bogle Vineyards and Winery
- Clayhouse Wines
- Concannon Vineyard
- David Fulton Winery
- Edwards Vineyard & Cellars
- Edwards Vineyard and Cellars
- EJ Gallo
- Foppiano Vineyards
- Heringer Estates
- Justice Grace Vineyards & Shoe Shine Wine
- Langtry Estate & Vineyards
- Madrigal Vineyards
- Miro Cellars | Trentadue
- Mounts Family Winery
- Nord Vineyards
- Oakstone Winery
- Ridge Vineyards
- Robert Biale Vineyards
- Rock Wall Wine Company
- Rosenblum Cellars
- Silkwood Wines
- Spangler Vineyards
- Stags’ Leap Winery
- Tres Sabores
- Vincenza Ranch & Vineyard
- Vina Robles
- Wente Family Estates
- Wilson Vineyards
- Engineering Resource Associates, Inc.
- Full Glass Research
- Safeway
- UC Davis

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