

First Charter Member ~ Dr. Carole Meredith

Organizational Membership

Bogle Vineyard & Winery ~ Concannon Vineyard
Guenoc Winery ~ Mendocino Wine Company
Michael-David Winery

Individual Membership

Alger Vineyard & Winery
Bacigalupi Vineyards
Barra Family Vineyards
Canino Ridge
Catlin Farm
David Bruce Winery
Diablo Vista Vineyards
Ehrhardt Estates
EOS Estate Winery
Epiphany Cellars
Field Stone Winery
Five Oaks Vineyard
Foppiano Vineyards
F. Teldeschi Winery
Gelfand Vineyards
Girard Winery
Grizzly Flat
Heringer Estates
Hidden Cellars
Judds Hill
Lava Cap Winery
Lolonis Winery
Marr Cellars
Masset Winery
Mettler Family Vineyards
Miro Cellars
Mohr-Fry Ranches
Oleta Vineyards
Pacific Star
Parducci Wine Estates
Pedroncelli Winery
R.A. Ripken Grape Nursery
Robert Biale Vineyards
Rosenblum Cellars
Serenio Vista Vineyards
Shannon Ridge
Silkwood Wines
Spellbound
Stags' Leap Winery
Trentadue Winery
Vaske Family Estates
Victor Hugo Winery
Vina Robles
Wilson Farms

Trade Membership

Ballentine Vineyards
Brittan Vineyards
Kent Rasmussen Winery
San Francisco Wine Exchange

Associate Membership

Lodi-Woodbridge Winegrape Commission
Rhône Rangers
Suisun Valley Grape Growers Association
Wine Market Council



Contact

Jo Diaz
P.O. Box 1505
Windsor, CA 95492

phone
707.620.0788

fax
707.838.9159

e-mail
info@psiloveyou.org

web
www.psiloveyou.org

Board of Directors 2006-07

President: Dave Pramuk
Vice President: Ken Wilson
Secretary: Fred Vaske
Treasurer: Patty Bogle
Past Pres. and Director: John Monnich
Director: Louis Foppiano (founder)
Director: Kent Rosenblum
Director: Ken Wilson
Director: Jeff Chon
Executive Director: Jo Diaz (founder)

Petite Sirah

Advocacy Organization



PS I Love You, Inc.

501 (c) (6) Non-Profit Organization

Tax ID # 82-0583174

www.psiloveyou.org

Petite Sirah Time Line

1880 – Dr. Francois Durif, a grape nurseryman working in southern France, released a new variety that he named “Durif.” It grew from a seed extracted from the old French variety Peloursin. Durif didn’t know the pollen source at the time, but we now know that it was Syrah. The combination of Peloursin and Syrah resulted in fruit with saturated color and very dense fruit clusters.

1884 – Durif was introduced to California. Some growers called it Petite Sirah; which was a name commonly used for Durif in some parts of France.

1890s – Phylloxera destroyed virtually all the true Syrah vines in California, Petite Sirah survived.

1900 – Petite Sirah became a popular variety in California. *(The name Petite Sirah was used for several varieties in California at that time, but most of it was probably Durif.)*

1920s – During Prohibition, Petite Sirah was shipped from California to home winemakers in the eastern United States.

1930s – California PS acreage: 7,500 acres

1940s – Larkmead and Louis M. Martini bottled and released “Durif.”

1960 – Approximately 4,500 acres of Petite Sirah in California. At that time, 60 percent of Napa Valley was planted to Petite Sirah.

1964 – Concannon Vineyard was the first to release Petite Sirah as a varietal, a 1961 Vintage.

1970s – French ampelographers Paul Truel and Pierre Galet examined Petite Sirah vines growing at UC Davis, and identified them as Durif. Professor Harold Olmo at UC Davis continued to believe that Petite Sirah in California was a mixture of at least three distinct varieties.

1976 – California Petite Sirah acreage peaked at approximately 14,000

1980 – California PS acreage dropped to 11,061

1990 – California PS acreage: 3,023

1995 – California PS acreage: 1,738 (the low)

1996 – At the University of California at Davis, Dr. Carole Meredith and her colleagues determine by DNA comparisons that:

– Almost all (*more than 90%*) of the vines in Petite Sirah vineyards are Durif and the rest are Peloursin (*mother of Durif*)

– Durif is the offspring of cross-pollination between Peloursin and Syrah, receiving half of its genes from each of those two varieties

The findings are the following:

Syrah + Peloursin = Petite Sirah
Durif and Petite Sirah are synonyms

Peloursin is a very old French variety from the Isere region of France (east side of the Rhône River). Syrah is the ancient noble variety from which the great Northern Rhône wines of Côte Rôtie and Hermitage are made; therefore, California’s Petite Sirah is from noble lineage.

2000 – California PS acreage: 3,916 acres.

2001 – California PS acreage: 4,414 acres.

2002 – There are now 4,741 acres. BATF proposed that Durif be approved as a synonym for Petite Sirah. Foppiano Vineyards launches 1st Annual Noble Petite Sirah Symposium, which continues as an annually to this day. The concept of a Heritage Clone Vineyard was discussed.

2003 – California PS acreage: 5,166 acres. Patty Bogle became the chairwoman for the Heritage Clone Vineyard, which began as a partnership between PSILY and the University of California at Davis.

2004 – Concannon Vineyards sponsors the First Annual Blue Tooth Tour. Petite Sirah Heritage Clone Vineyard was begun, chaired by Patty Bogle.

2005 – California PS acreage: 5,467, Concannon Vineyards continues to sponsor the Blue Tooth Tour. German glass company Eisch Glaskultur begins the process of developing a Petite Sirah glass, specific to the varietal. PS producers partner with the National Pork Board for collective marketing efforts.

2006 – California PS acreage: 6,093. On August 8, 2006, Foppiano held its Fifth Annual Petite Sirah Noble Symposium at their winery. Bogle Vineyards donates \$25,000 to the Heritage Clone Vineyard project, as continues as chairwoman. There are currently 330+ producers of Petite Sirah (Foppiano Vineyards continues compiling the list for their Petite Sirah Report)

www.psiloveyou.org

Wine Advocate, 12-26-05, Issue 162, **Robert Parker, Jr.:** Regarding Petite Sirah; “...still CA’s most underrated varietal for both pleasure and longevity...”

The New York Times, Jan. 5, 2005, **Eric Asimov:** Few things are certain about the grape that Americans know as petite sirah, but one thing is for sure: it is a survivor. By all rights petite sirah, which can be traced back in California to the 1880s, should by now have disappeared into the dusty archives of wine history, a relic of the years when California was searching for its winemaking identity. Instead, it has hung on despite seemingly overwhelming obstacles...

Seattle Times, Dec. 1, 2004, **Paul Gregutt:** Petite sirah is a grape with a history. Its wines are a striking blue-black, as dark (and almost as thick) as blueberry jam. It has a powerful palate of mixed berries, mostly blueberries, blackberries and black cherries...

Wine Spectator, Jan.Feb 2004, **James Laube:** Petite Sirah is distinct, easy to drink, versatile with a wide range of foods, and capable of making enormously complex wines...

Wall Street Journal Friday, January 23, 2004, **Dorothy Gaiter & John Brecher:** The deliciously simple end to a complicated story ~ a search for petite sirah is worth some effort...



Cheers Magazine, Nov./Dec. 2004, **Dan Berger:** CREATIVE CHOICES ~ Petite Sirah: This dark red wine is always a sleeper for restaurants that serve char-grilled steaks. Many consumers know how well a Petite Sirah works with beef, and Petite Sirah is often a wine that wine lovers will see as a great alternative to today’s bigger-is-better Cabernets...