



PEY-LUCIA VINEYARD

Marin County winegrowers Johnathan and Susan Pey set the stage for success with their small lots of exemplary, vineyard-designate, cool-climate wines from the emerging wine regions of northern California.



Owners Susan and Johnathan Pey; hand-sorting Pinot Noir grapes; aging Pinot Noir for 14 months in French barrel cooperage; and the picturesque vineyards of the Santa Lucia Highlands.

Johnathan and Susan Pey bring four decades of education, training and experience to their small lot winegrowing and ultra-boutique wines in Marin County, California. This month's Pinot Noir Series selection comes from their 'Pey-Lucia Vineyards' label, one of the five programs that makes up the Scenic Root Winegrowers Company the Peys founded in 1999.

The Peys met while attending undergrad at the University of Arizona and realized they had something special in common – each had enjoyed some time in Europe that instilled in them a deeply rooted interest in fine wine and premium winegrowing.

Johnathan had lived in Paris, France for 3 years as a teenager while his father's business was relocated and was immediately drawn to wine and its emigration into the culture.

"Everywhere I went there was a bottle of wine on the table," Johnathan Pey remembers. "It was such a part of the culture there – the science, art, and business of it was rooted in everything and became a big part of our everyday life." When Johnathan returned to the United States, he began his career and went on to work for a number of industry giants: Burgundy's Domaine Lousi Jadot, Pomerol's Chateau Petrus, Penfolds and even Robert Mondavi.

Susan, on the other hand, was raised in wine country in northern California and had wine aficionados for parents who planted the wine bug in her at an early age. While attending college, Susan spent a year studying abroad in Florence, Italy where she enveloped herself in the world of fine wines and food and realized where her future was headed. Upon returning home, Susan landed a major career opportunity as Wine Director for Spectrum Foods and Il Fornaio restaurant groups, for which she would taste, evaluate, and purchase hundreds of wines from around the world.

The Peys settled in Marin County, California and in 1998, read a life-changing book called "Early Marin" that touches on the winegrowing history of the region. They found that interestingly enough, Marin had a vibrant heritage of viticulture that predates surrounding appellations by almost twenty years.

"We were surprised to learn that Marin had an earlier winegrowing history than Napa Valley," Johnathan Pey revealed. "We started researching the County's history, climate, soils and vineyards, and realized that Marin had the potential to be an exceptional spot."

The following year, the Peys took the
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Views of the Santa Lucia Highlands; the popular Pommard clone of Pinot Noir ripening on the vine; and Johnathan Pey punching down the Pey-Lucia Pinot Noir during fermentation.

ABOUT THE VINEYARD



The Pey-Lucia 2006 'Frisquet' Pinot Noir comes from an ideally situated site in the higher elevations of the Santa Lucia Highlands. While vines were first planted in the region in the 1790's, most of the appellation's developments came in the 1970's. Located at the northern end of the appellation, the small site borders the Rosella Vineyard, and is just north of Gary's Vineyard (each of which are renowned for their Pinot Noir).

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plunge and together produced their first vintage – 300 cases of a Pey-Marin 1999 Merlot.

Susan and Johnathan were thrilled to find success in cool climate viticulture, and started incorporating a range of small vineyard sites and reputable appellations (Sonoma Coast, Napa Valley, and Santa Lucia Highlands). To diversify each wine, the Peys came up with a series of unique label names.

"If I was taking a marketing class, I probably would have gotten an 'F,'" Pey laughed. "I know we're supposed to create one winery name to build a brand, but as we started making the wines, different names were coming about and we stuck with them." The current label names include a Pey-Marin Pinot Noir and Dry Reisling, Pey-Lucia Pinot Noir, Textbook Cabernet Sauvignon, SpiceRack Vineyards Syrah, and a Mount Tamalpais Vineyards Merlot.

"We only produce about 1,800 cases total, and of course we'd like to increase that number, but we're really picky about the grapes we use. We don't want to make more just for the sake of making more. The wine has to be as good, and preferably better than the year before," Pey recently explained.

Together, Johnathan and Susan share all of the work that goes on at the winery, but Johnathan tends to spend more time in the vineyards and Susan more time in the cellar.

"With Susan's job, she evaluates and tastes so many wines from around the world everyday, which really helps with our winemaking and crafting the right blend in the cellar," Johnathan remarked.

The Peys' collection of Scenic Root wines are beginning to earn some serious recognition, especially recently with the release of their Pey-Lucia 2006 Pinot Noir.

"Santa Lucia Highlands is a superb spot for Pinots. I wanted to take the purity of the site and put it in the Burgundy style, which I think we captured in this 2006 vintage," Johnathan enthused.

As their Tasting Room just opens its doors and their wines find stunning critical acclaim, the Peys are making a splash in Marin County wine country and help mold the future of this emerging winegrowing region.

Santa Lucia Highlands' cold climate is known for promoting one of the longest growing seasons in the state and a typical day will see temperature swings of over 30 degrees Fahrenheit. The afternoon breezes off the Pacific Ocean help keep the site very cool ('Frisquet' in French) – perfect for elegant, bright, full-flavored Pinot Noir.

The Peys also incorporate sustainable or organic farming in their winegrowing, believing that these practices help ensure superb quality and style in the finished wine.

ABOUT THE WINEMAKER



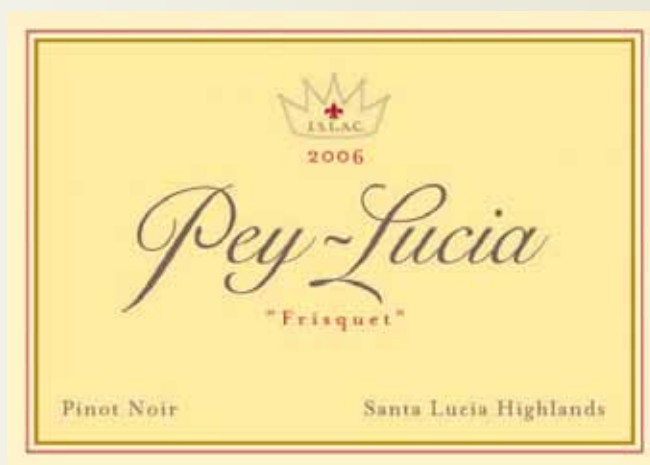
Susan and Johnathan Pey share the role of 'Winemaker' for their five wine programs and bring extensive, but rather different, experience to the table. While Johnathan works as a consultant for a number of International wineries, including big-name Kim Krawford, Susan is known as one of the most prominent wine buyers in North America and professionally evaluates hundreds of wines each week. It is with these talents and

backgrounds that they have been able to successfully produce a number of award-winning, cool-climate varietals from northern California's Marin County.

The couple is busy, keeping all winery operation tasks split between them, but they do find time for activities with their three young daughters, Lauren, Alexandra, and Cameron, ranging in age from 9 to 15 years old. Johnathan coaches the girls' soccer team, and even enjoys a competitive league of his own. The Peys also find it rewarding traveling the world to show their children culture outside of California.

PEY-LUCIA 2006 'FRISQUET' PINOT NOIR

Johnathan and Susan Pey named this wine *Frisquet*, which is French for "very cool," referring to the Santa Lucia Vineyard's cool climate location, which is ideal for Pinot Noir. Deep, saturated red in color, the Pey-Lucia 2006 'Frisquet' Pinot Noir is bright, lively and engaging on the nose with sumptuous aromas of dark berries, Asian spices, rose petals, and musky underbrush. Full fruit flavors of blackberry, cherry and black raspberry come forward on the palate, while spice and hints of oak add structure and create savory, silky texture and flavor. This velvety Pinot sees elegance and persistence on the delicious, long finish. The *Pinot Report* says, "This is a terrific Pinot, well worthy of your attention."



Cases Produced:	370	94 POINTS &
PH Balance:	3.50	'OUTSTANDING'
Total Acidity:	0.61 g/mL	<i>-Pinot Report</i>
Alcohol:	14.2%	
Enjoy now until:	2012	90 POINTS
		<i>-Stephen Tanzer's Int. Wine Cellar</i>

REORDERS

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PEY-LUCIA	Retail Price Winery-Direct	Club Price 2-bottle Members	Club Price 4-bottle Members And Multiple Series Members	SAVE up to 21% OFF Winery Direct
2006 Pinot Noir	\$39.00/btl.	\$33.00/btl. <i>Save 15%</i>	\$31.00/btl. <i>Save 21%</i>	

2 bottle min. order.

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Availability is extremely limited Note: Shipping and tax (if applicable) not included in the above prices. Call for details.



Pacific Rim Barbequed Pork Ribs

3 1/2 pounds country style pork spareribs

Marinade

1/2 cup Hoisin Sauce
 3 1/2 Tablespoons Soy sauce
 2 Tablespoons Rice wine or sake
 1 1/2 Tablespoons Minced garlic
 1 1/2 Tablespoons Minced fresh ginger
 1/2 teaspoon Hot Chile paste or crushed dry chiies
 1 teaspoon Toasted Sesame oil
 1/2 Tablespoon Sugar

Combine all marinade ingredients (only) in small bowl. Cut the ribs into shorter pieces (2 1/2 inches). Bring large pot of water to boil. Add the ribs and return to a boil. Reduce the heat to a simmer and cook for 20 minutes. Remove the ribs, drain and cool slightly. Put the ribs in a mixing bowl, add marinade and toss lightly to coat. Refrigerate 4 hours or overnight.

Preheat barbecue and cook ribs on high heat for 5-7 minutes per side. Serve with fresh grilled vegetables and a glass of Pey-Lucia Vineyards Pinot Noir.



Grilled Flank Steak with Grilled Vegetables, Roasted Vegetables Aioli and Chimichurri Sauce

1-2 pound Flank Steak
 Lime juice from 1 lime

Rub

2 tablespoons brown sugar
 1 tablespoon kosher salt
 1 tablespoon cumin
 1/2 tablespoon coriander
 Freshly ground black pepper

Chimichurri Sauce

1/4 cup parsley
 3 tablespoons red wine vinegars
 4 large garlic cloves
 2 tablespoons oregano leaves
 2 teaspoons crushed red pepper
 Kosher salt & freshly ground pepper
 1/2 cup extra virgin olive oil

Aioli

4 garlic cloves,
 (put through garlic press)
 Kosher salt
 2 egg yolks
 1 1/2 Tablespoons lemon juice
 1 cup olive oil
 Cayenne pepper

For the Chimichurri Sauce, in a food processor combine parsley, vinegar, garlic, oregano and crushed red pepper. Process until smooth. Season with salt and pepper. Add the olive oil and process for a few second. Let stand for at least 1 hour before serving. Can be made the day before – bring to room temperature.

For the Aioli, put crushed garlic and 1/2 teaspoon salt in a medium bowl. Add egg yolks and lemon juice and whisk to blend. Slowly whisk in olive oil in a steady stream until a creamy sauce forms. Season with salt and cayenne.

For the Rub, combine all ingredients rub on both sides of flank steak. Place spice-rubbed flank steak in a ziplock bag and add lime juice. Marinate for 12-24 hours. Grill flank steak over high heat. 5 minutes per side for medium rare and a little longer for more well cooked. After taking steak off of barbecue let it rest for at least 15 minutes before cutting. Serve the Flank Steak over a bed of arugula and thinly sliced fennel that has been lightly dressed with vinaigrette. Serve with Aioli and Chimichurri Sauce.

Find this recipe and all of your favorites online at GoldMedalWine.com/recipes. We have a delicious collection of recipes to pair with your favorite Gold Medal wines!



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