

**FOR IMMEDIATE RELEASE:**

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*Foppiano Vineyards Announces...*  
**The First Annual Petite Sirah Symposium**  
**Hosted by Foppiano Vineyards**  
*Where It All Began in Sonoma County...*

Healdsburg, CA – Sonoma County’s preeminent Petite Sirah viticulturists, the Louis J. Foppiano family, are hosting a producer Petite Sirah Symposium, **Tuesday, August 6, 2002 at Foppiano Vineyards**. The mission of the symposium is for winery proprietors, winemakers, and viticulturists to collectively share their expertise, in order to begin the positive process of recognizing Petite Sirah’s noble grape heritage, advantages, and artisan capabilities.

Renowned columnist Dan Berger will be moderating the morning round-table discussions entitled, “Flavors of the Soil.” This will include discussions on all aspects of viticulture and A.V.A.s, and the influences that terroir play in the shaping of Petite Sirah’s essence. Following “Flavors of the Soil” will be a discussion and tasting involving “Flavors of the Vine.” Panelists will taste each other’s wines for a comparison of the effects of soil and A.V.A.s on the ultimate production and expression of the fruit.

The afternoon activities will involve discussions on enology and marketing. The panelists will discuss the successful taming of the bold, full flavors of this tannic grape,

into what has become a “near cult” varietal. Following enology discussions will be a presentation of successful marketing aspects by Jon Fredrikson, of *The Gomberg-Fredrikson Report*.

“We’re going to be making history at this symposium,” states Louis Foppiano, Jr. “Everyone that’s had positive influences with the Petite Sirah grape will be here. Support for Petite Sirah as a ‘noble grape’ is growing. We need to popularize and appreciate its roots.” The Foppiano Family, being one of the very first U.S. families to do so, has been producing Petite Sirah since 1964. “There’s so much insight for all of us to gain by this collective brainstorming.”

Louis M. Foppiano has decided that this is the time for Petite Sirah to come into its own. “There’s too much controversy over this grape. If Cabernet Franc and Sauvignon Blanc can be cloned together and called Cabernet Sauvignon – a noble grape... and Pinot Blanc and Gouais Blanc can be cloned together and called Chardonnay – another noble grape, it’s high time to respect Dr. Carol Meredith’s proven DNA results; namely, that Petite Sirah was cloned from Syrah and Peloursin, and is in fact a **Noble** grape. We all need to get on with recognizing this grape’s truly noble status.”

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