



FOR IMMEDIATE RELEASE
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"PS I Love You" Votes to Sponsor a Petite Sirah Heritage Clone Vineyard...

As a result of the growing interest that's been presented each year at

Foppiano's Annual Petite Sirah Noble Symposium....

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Many illustrious industry leaders annually attend the Petite Sirah Noble Symposium, giving it strong credentials. According to Louis M. Foppiano, "Twenty years ago, I was on the committee to develop Russian River Valley as an appellation. Now, everybody wants to be in Russian River Valley. The same holds true for Petite Sirah. Over the years, it's become more and more accepted, where now we have our own group, and we have a really great symposium."

At the First Annual Noble Symposium, the issue of a "Petite Sirah Heritage Clone Vineyard" was raised by attendees. In an effort to address that question, at the second symposium, Louis Foppiano brought in Dr. James Wolpert of U.C. Davis's Department of Viticulture and Enology. Dr. Wolpert discussed what it would take to create such a vineyard, and said that he's hopeful that *PS I Love You* would sponsor such an effort. (U.C. Davis is currently responsible for the "Zinfandel Heritage Clone Vineyard" in Oakville, CA, and Dr. Wolpert feels that the experiences they've had with Zinfandel create a successful model for Petite Sirah.)

Patty Bogle (Bogle Vineyards of Clarksburg) was inspired with what she heard at the Symposium, and immediately contacted Dr. Wolpert, expressing her desire to become involved. She then told Jo Diaz (the director of *PS I Love You*) that she had come forward. That information was taken to the board, which voted to go forward. A time line will be discussed at the Third Annual Petite Sirah Noble Symposium, scheduled for August 3, 2004, at Foppiano Vineyards. Volunteers will be gathered to advance the effort.

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"To create a Heritage Petite Sirah Vineyard, there will be opportunities and challenges," said Wolpert. "The opportunity for Petite Sirah is parallel to Zinfandel with its heritage. We need to take advantage of the resources we have in California, and we'll rely heavily on producers to identify important vineyards. We'll make selections based on the widest geographic basis, in order to find clonal differences. We need to think 'inclusion,' and we need to find the oldest vines we can. In Oakville, the UC Davis's Viticulture Department has two 20-acre pieces, and we have plenty of public access. Not only can we go back to Southern France for some of their material, but we can also do a Petite Sirah Safari in California. We can do five or six vineyards a day to make selections."

Wolpert believes that what's been a successful a story for Zinfandel should manifest comparably for Petite Sirah. Right now the Zin Vineyard's spacing is 9' X 8'. UC Davis has cattle ear tags for each selection, and each is numbered (versus named), so they're indistinguishable from their regions. They've taken out environment and farming as factors, so any differences are due to the material itself, and they can do objective, scientific clonal evaluations. They'll be able to observe ripening, berry cluster numbers and the berry count within the cluster, the size of the vine, and yield fluctuations... vine to vine, year to year. The soil in Oakville is three-foot soil with a clay layer below it; even though it's tile drained, there's no water below that. The vines are on St. George root stock. The Petite Sirah Heritage Clone Vineyard will also be a large replicated trial.

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