



A WAY OF LIFE

Three generations have called Geyserville, in the Dry Creek Valley of Sonoma County, home since 1927. Tending the land and making wine is much more than a business to us – it is our lifestyle.

There are many ways you can share in our way of life: sign up for our e-newsletter, filled with fun facts, latest news and recipes; join our wine club, Club Ped, where you receive regular wine shipments, enjoy a day at the winery for members only or attend other special events throughout the year; go online to our website and gather more information on your favorite wines and order them; visit us! – home to one of the longest-running tasting rooms in the area – taste current and library releases, visit our art room, picnic or play Bocce – it's up to you.

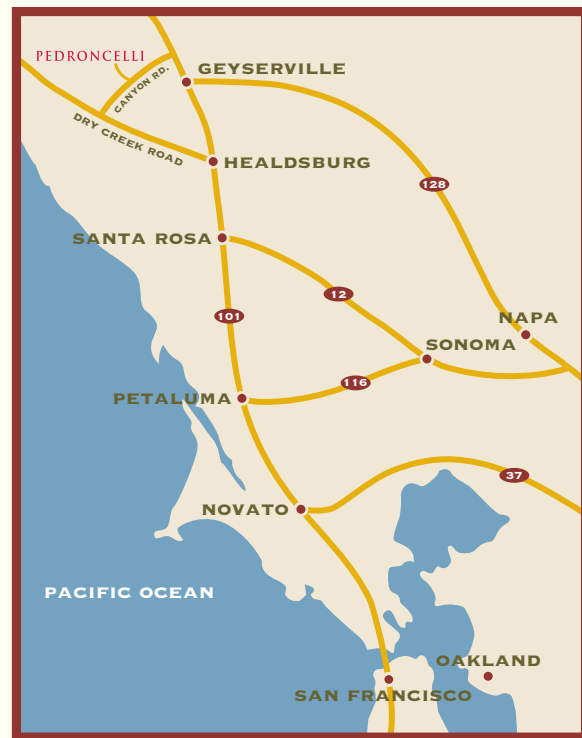
Join us for a unique and fun experience – enjoy our beautiful corner of the wine country.



WE INVITE YOU TO VISIT OUR TASTING ROOM.
Open daily 10AM to 4:30PM except major holidays.

PEDRONCELLI WINERY & VINEYARDS
1220 CANYON ROAD • GEYSERVILLE • CA 95441
(707) 857-3531 • (800) 836-3894 • FAX: (707) 857-3812

www.pedroncelli.com



PEDRONCELLI

A Sonoma County Tradition Since 1927



Making Great Wines & Memories for Three Generations

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**REMARKABLE ... APPROACHABLE ...
MEMORABLE ... AFFORDABLE ...**



THE PEDRONCELLI FAMILY has been making wine from grapes grown in the north western part of Sonoma County since the repeal of prohibition.

A combination of 105 acres of estate grapes and hand-shake contracts with neighbors not more than ten miles away provide fruit of great consistency

and tremendous quality. Whether grown on the ranch or by a neighbor, one thing is certain: each bunch must be an excellent example of varietal character and appellation of origin.

Our wines are styled to be “food wines”. They are approachable wines, like a best friend who joins you for an informal, easy-going evening. Wines that will complement your favorite dish, not overwhelm it.

We also believe that a wine, meant to be enjoyed with a meal, shouldn't cost more than the meal. Being in one location for 80 years allows us to maintain affordable prices.

Making remarkable wines at an affordable price helps us to make each experience with a bottle of Pedroncelli wine a memorable one. It is our pleasure to put a bit of each of those memories and a little taste of Sonoma County in every bottle we make. Our family is committed to bringing up the next generation the same way we were: a slower pace, a good meal, lots of family and friends, and a great glass of wine.



OUR WINES

Each of the vineyards contributing fruit for Pedroncelli Winery are hand-picked, grown in the northwestern corner of Sonoma County. The vineyards are all located within a 10-mile distance from where the wines are made.

F. JOHNSON VINEYARD

DRY CREEK VALLEY CHARDONNAY

We make two styles of Chardonnay from this vineyard located in the southern, cooler end of the valley. One is full flavored, full bodied and barrel fermented, exhibiting creamy notes, pineapple and green apple aromas and flavors. The other undergoes stainless steel fermentation yielding fruity, crisp citrus and melon flavors.

EAST SIDE VINEYARDS

DRY CREEK VALLEY SAUVIGNON BLANC

Sauvignon Blanc is considered one of the Dry Creek Valley's hallmark varietals. Our wine reflects the appellation's characteristics. From the vineyard to the bottle – no barrel aging. We make a crisp, refreshing style with fresh fruit flavors framing this citrus inspired wine with just a touch of herbaceousness.

**DRY CREEK VALLEY
ZINFANDEL ROSÉ**

For more than 50 vintages we have been making this wonderful example of Rosé. It is full flavored, full bodied and a great match with a wide range of food—everything a White Zinfandel is not. Off dry, clean, and crisp—all the best of the Zinfandel grape—raspberry, spicy, with hints of creamy vanilla.

MOTHER CLONE

DRY CREEK VALLEY ZINFANDEL

Pedroncelli's Zinfandel vineyards are located on the hillsides surrounding the winery, the land originally purchased by John Pedroncelli Sr in 1927 and planted to Zinfandel in the early 1900s. Our Zinfandel vines are head-pruned and average 25 years old. They were cloned from the original “Mother” vines ... of which one-quarter acre exists today. Fruit from these 100-year-old vines is included in the blend. Ripe and rich with jammy blackberry and raspberry aromas and flavors framed by medium tannins and a spicy finish.

**PEDRONI-BUSHNELL VINEYARD
DRY CREEK VALLEY ZINFANDEL**

This 20-acre hillside vineyard has been closely associated with the Pedroncellis for over 50 years. Winery founder John Sr. purchased the property in 1945. He in turn sold it to Al Pedroni, his son-in-law. Al's daughter Carol Bushnell and her husband Jim now tend the vineyard. Classic Dry Creek Valley characteristics of blackberry and spice frame the aromas and flavors—elegant and balanced.

**RUSSIAN RIVER VALLEY
PINOT NOIR**

The nearly perfect climate of the Russian River Valley combined with an amazing complexity of soil types, result in wines that reflect excellent growing conditions for Pinot Noir. Medium bodied, with toasty oak notes followed by plum and Bing cherry aromas and flavors. Elegantly framed by light tannins.

**ALTO VINEYARDS
DRY CREEK VALLEY SANGIOVESE**

The grapes for this classic Italian varietal come from Pedroncelli's Estate vineyard. These vineyards thrive on the northeastern hillsides of Dry Creek Valley where they are tucked away north of the winery. A medium bodied, flavorful wine highlighted by medium tannins, dried cherry and spice aromas and flavors.

**BENCH VINEYARDS
DRY CREEK VALLEY MERLOT**

Two sites in northern Dry Creek Valley contribute to this wine: Pedroncelli Estate Vineyards, and Jasper Long's vineyard. Bench Vineyards describes the natural terraces that flank Dry Creek Valley and rise gradually into the steep hills. The unique growing conditions bring out the best in Bordeaux varietals, including Merlot, Cabernet Franc and Cabernet Sauvignon. A deeply complex wine with full flavors of blueberry, violets and spice framed by firm tannins.

**THREE VINEYARDS
DRY CREEK VALLEY
CABERNET SAUVIGNON**

Cabernet Sauvignon, Merlot and Cabernet Franc from Pedroncelli estate vineyards provide the frame for this wine. Each varietal adds its own characteristic in this Bordeaux blend. Dry Creek Valley provides the right amount of sun and cooling fog to develop optimal qualities in the fruit. Flavorful and full bodied, this wine shows black cherry, clove and berry aromas and flavors. Nicely balanced with medium tannins.

**ESTATE VINEYARDS
DRY CREEK VALLEY SYRAH**

Rhone varietals have been planted in the valley for more than 30 years, beginning with Syrah. John Pedroncelli and vineyard manager Lance Blakeley planted 2 acres in 1998. The varietal thrives in its own microclimate of hillside and rocky soil on our home ranch vineyard. Our Syrah shows aromas of raspberries and bramble spice. Flavors are rich with boysenberry, cassis and chocolate overtones. Full flavored and full bodied.

**FAMILY VINEYARDS
DRY CREEK VALLEY PETITE SIRAH**

This richly flavored grape has grown side by side with Zinfandel in Dry Creek Valley for over 130 years. For 50 years we have purchased Petite Sirah from Pedroni-Bushnell Vineyard, to blend with our Zinfandel. We planted our vineyard 15 years ago on our Home Ranch. Family Vineyards combines fruit from both vineyards (a little nepotism never hurt anybody). Intense spicy black pepper and ripe plum, cherry aromas and flavors infuse this deep red wine. Very full-bodied with firm tannins.

**ESTATE VINEYARD
FOUR GRAPES VINTAGE PORT**

The grapes for this dessert wine came from Pedroncelli's estate vineyard in Dry Creek Valley. The four acre vineyard was established in 1995. These Port varietals are included: Tinta Madeira, Tinta Cao, Touriga, and Souzao. Each varietal ripens at a different rate but are picked at the same time, as a field blend. Different varieties contribute acid, color and flavor components. This wine is delicious and full flavored with caramel, toffee and coffee notes.