

FAMILY OWNED SINCE 1927



# PEDRONCELLI

1927

CELEBRATING

2017

90  
YEARS



## PEDRONCELLI WINERY & VINEYARDS

1220 CANYON ROAD, GEYSERVILLE, CA 95441

707-857-3531 | [WWW.PEDRONCELLI.COM](http://WWW.PEDRONCELLI.COM)



## FAMILY

Giovanni and Julia Pedroncelli purchased a vineyard, shuttered winery and a home mid-Prohibition in 1927. Working together they forged a family business which today spans four generations, so far. As early entrants on the Sonoma County wine scene there were many 'firsts' for the Pedroncellis. Inviting consumers in to taste their wines at the source, the first rosé wine made

from Zinfandel, putting Sonoma County on the label, first to plant Cabernet Sauvignon, early adopters of temperature controlled stainless steel tanks and first to create an independent sales and marketing network.



The Pedroncelli family today

**Standing, from left:** Maureen Davison, Lisa (Pedroncelli) Blakeley, Lance Blakeley, Cathy Pedroncelli, Richard Morehouse, Jim Pedroncelli, Jon Brown, Joanna Pedroncelli, Julie (Pedroncelli) St. John **Seated, from left:** Mitch Blakeley, Christine Pedroncelli, Phyllis Pedroncelli, Ed St. John

### FAMILY FAVORITES

The heart of our line features flagship wines Zinfandel and Cabernet Sauvignon as well as our other signature wines. Either estate grown or from neighboring vineyards they excel at delivering quality beyond expectation.

EAST SIDE VINEYARDS SAUVIGNON BLANC  
SIGNATURE SELECTION CHARDONNAY  
RUSSIAN RIVER VALLEY PINOT NOIR

BENCH VINEYARDS MERLOT  
MOTHER CLONE ZINFANDEL  
THREE VINEYARDS CABERNET SAUVIGNON



### FRIENDS BLENDS

We love to entertain and share our stories over an easy-drinking glass of wine. Fun, approachable and flavorful wines made for you and your friends.

FRIENDS.RED  
FRIENDS.WHITE

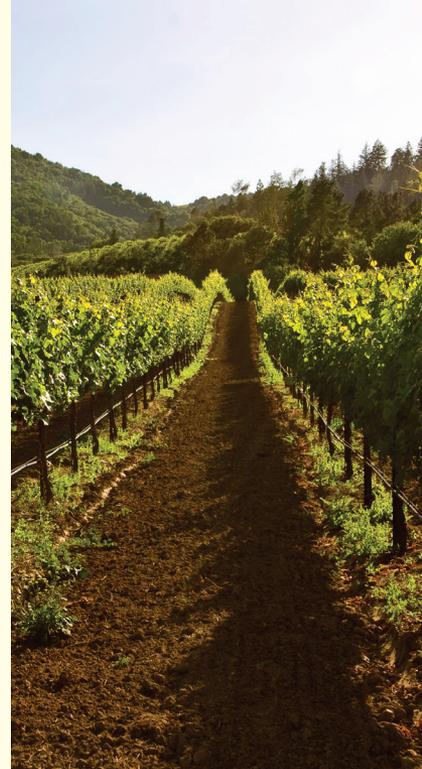


## FARMING

The winery and vineyards are located in Dry Creek Valley, an American Viticultural Area we helped form. Renowned as prime land for grape growing, high quality wines are the result. The climate, where the development in ripening grapes is protected from the heat by the marine fog intrusion in the evenings, is singular and unparalleled. Pedroncelli wines are regionally focused and site specific and we've learned to pair the right varietal with the best place creating great character.

## FLAGSHIPS

Dry Creek Valley and Zinfandel are synonymous so it's natural that it would be the flagship wine—it's been growing here since the turn of the 20th century. And, having been the first to plant Cabernet Sauvignon in Dry Creek Valley where it thrives, it makes sense that the two make up over 50% of estate vineyards. With 13 varietals planted over 105 acres as well as sourcing grapes from nearby neighbors and friends the house style of delightful acidity, superb balance and distinct varietal character shines in every bottle. Pedroncelli wines are made with friends and family in mind and pair as nicely with food as they do with a glass.



### SMALL LOTS & VINEYARD DESIGNATES

These wines are from specific vineyard blocks and stand alone vineyards. All of them offer the consistency and quality for which Pedroncelli is known.

F. JOHNSON VINEYARD CHARDONNAY  
DRY ROSÉ OF ZINFANDEL  
ALTO VINEYARDS SANGIOVESE

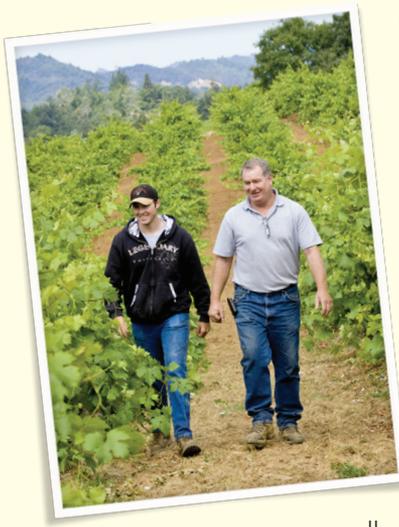
FAMILY VINEYARDS PETITE SIRAH  
FOUR GRAPES VINTAGE PORT

### RESERVES & LIMITED PRODUCTION

Our limited production wines focus on small vineyard blocks deemed exceptional by our winemaking team.

BUSHNELL VINEYARD ZINFANDEL  
BLOCK 007 CABERNET SAUVIGNON  
WISDOM CABERNET SAUVIGNON

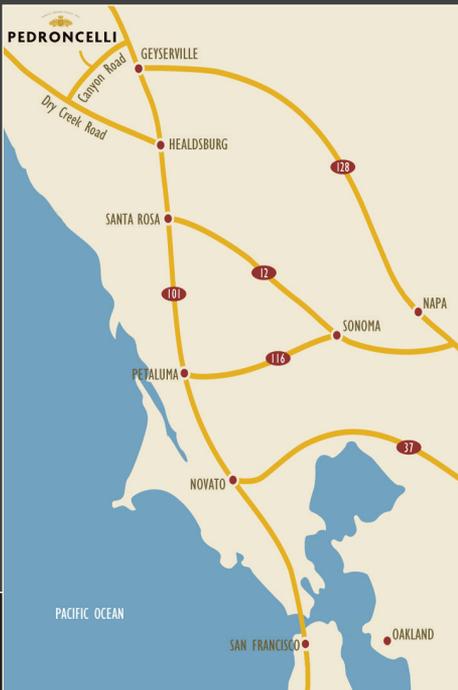




## SUSTAINABLE STEWARDSHIP

As a family who has farmed for 90 years in Dry Creek Valley you could say that we have 'sustainable' in our DNA. The ranch has sustained four generations so far and we want the next generations to be able to continue farming in an environmentally sensitive way.

We practice sustainable winegrowing and over the years we have reduced water use, built healthy soil and protected the vineyard environment. This is a comprehensive approach involving all aspects of farming including management of viticulture, soil, water, pest, habitat and wine quality. The most important statement we can make about our wine is that we are here for the long term and protecting the land is one way we will achieve that goal.



## VISIT US

### *In person*

Our tasting room is open 10AM–4:30PM. You'll be greeted by our friendly staff and maybe even a Pedroncelli family member or two. We offer a wide selection of hand crafted wines from northern Sonoma County. Our picnic decks and Bocce court are open year 'round. Stop to taste and drink in the view.

## LET'S GET SOCIAL!

[twitter.com/pedroncelli](https://twitter.com/pedroncelli)

[instagram.com/pedroncelliwine](https://www.instagram.com/pedroncelliwine)

[facebook.com/pedroncelliwinery](https://www.facebook.com/pedroncelliwinery)

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