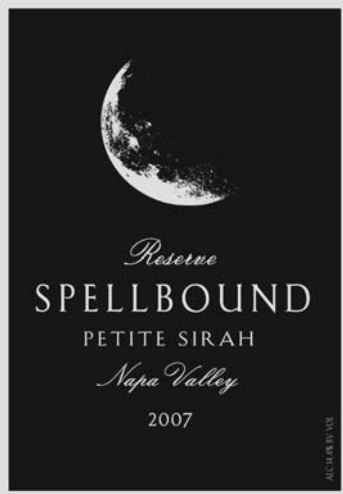


2007 SPELLBOUND PETITE SIRAH RESERVE



Varietal Blend	99% Petite Sirah; 1% Syrah
Viticultural Area	Napa Valley
Fermentation	Stainless Steel
Aging	14 months in 100% French Oak (30% New)
Alcohol	14.4%

Winemaker Notes from Rob Mondavi, Jr.

Grown at an elevation of 1,000 feet, these Petite Sirah vines offer depth, balance and tannin structure unique to Napa Valley. The elevation and terroir lend amazing complexity and lush dark berry flavors; French oak aging imparts flavors of toasted vanilla, spice and even a little violet perfume to the aromatics.

Petite Sirah has long been a favorite of mine. My father Michael recalls that I gravitated toward the Petite Sirah grape from a young age, eating copious amounts of berries at the crusher while working with him. In my opinion, Petite Sirah has it all: intense, staining, rich black-purple hues, amazing black fruit aromatics, and sublime tannins. The winemaker's challenge is refining the tannins. I have been fortunate to learn from my father, who worked with this varietal in the 60s and 70s, as well as applying my own style and ideas to this reserve tier Petite Sirah.

I have found interesting parallels between Petite Sirah and Carignan grown in Priorat, Spain. Our friends in Priorat have shared ideas on fermentation strategy which I believe have greatly enhanced our distinctive style. My goal is to create an amazingly complex wine that expresses Napa Valley terroir with flavors and colors unique to this varietal.

The 2007 vintage was exceptional, offering generally warm days with intense heat spikes and of course the consistent and typically cool Napa Valley nights, preserving the balance of our wines. The vintage yielded a small harvest, granting concentrated wines with intense ripe wild blueberry and inky minerality as the main flavor characters. As the Petite Sirah vineyard continued to mature late into the season we find complimentary stratified flavor building upon itself, finally descending into a lingering, lengthy full finish. The surprise of the wine is the volume of tannin, intensity of flavor and how it surprisingly comes together in a state of amplified equilibrium.

We love our Petite Sirah with food, and drinking a glass with family and friends over a good meal truly brings this wine to its destiny. With Petite Sirah I enjoy nearly anything with bold flavors -aged grilled beef with olive oil and rosemary or even savory wild boar with polenta and mushrooms. We have also discovered great pairings with dishes like roasted quail, spicy Italian sausage, and my favorite: southern style BBQ. Cheers!