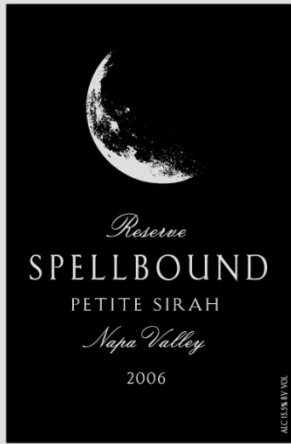


2006 SPELLBOUND PETITE SIRAH RESERVE



Varietal Blend	96% Petite Sirah; 4% Syrah
Viticultural Area	Napa Valley
Fermentation	Stainless Steel
Aging	21 months in 100% French Oak (30% New)
Alcohol	13.5%

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 and spice.

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 2006 vintage was a small harvest overall, producing small berries and concentrated wines. There were nominal heat spikes and a cool period, yet harvest was fairly even once all was said and done. These Petite Sirah vineyards continued to mature until late in the season, when we finally harvested the fruit by hand on October 26th. Fortunately, the quality was well worth the wait.

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 porketta, roasted quail, spicy Italian sausage, and my favorite: southern style BBQ. Cheers!