



PHOTO OF TWO: Left to right: Dave Pramuk, Louis M. Foppiano

GROUP PHOTO: Left to right, front: Richard Mounts, John Alger, Jim Pedroncelli, Patty Bogle, Leo Trentadue ~ Left to right, back: Craig Moore, Van Ballentine, Larry Mettler, Jim Concannon

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**Contact: Jo Diaz**  
**707-620-0788**

[jo@diaz-communications.com](mailto:jo@diaz-communications.com)

## ***Annual Meeting Highlighted leaders of Petite Sirah***

***~ Phenomenal Service Award – Louis M. Foppiano ~***  
***~ Sixteen PS I Love You Pioneers were Given Founder Awards ~***

Windsor, CA: This year marks the Fifth Anniversary for PS I Love You, the advocacy group for Petite Sirah. PSILY held its annual meeting on Monday, August 6, 2007, at Mark West Lodge in Santa Rosa, California. At this meeting, members of PS I Love You received awards to not only draw attention to their meritorious service on behalf of Petite Sirah, but also to honor those who have led the way with this American Heritage cultivar.

In 2006, the first **Phenomenal Service** Award was given to **Patty Bogle**, of **Bogle Vineyards**, for her untiring commitment as Chairwoman for the **Petite Sirah Heritage Clone Vineyard (HCV)** at **UC Davis**. This service has also included an individual donation from **Bogle Winery** for \$30,000, in order to secure the beginning of the **HCV** in front of the new Viticulture building at U.C. Davis.

In 2007, **Louis M. Foppiano, Jr.**, of **Foppiano Vineyards**, was selected to receive the second **Phenomenal Service** Award, because as last year's **President Dave Pramuk (Robert Biale Vineyards)** so succinctly put it, "None of us would be here, if it weren't for Lou. He started the Petite Sirah Symposium, and **PS I Love You** is a direct result of attendees taking action when Lou gave his blessings for an advocacy group to get started." The industry, as well as PS I Love you, owes a debt of gratitude to Louis M. Foppiano, Jr. This year's award is a way of letting Louis know that his efforts have been noticed.

PSILY began a new tradition this year, with the creation of the **Founders Award**. The criteria for this award were stringent. **Growers** must have been growing Petite Sirah from 1884, when it first arrived in the United States. The range for growers is from 1884 until 1972. **Producers** must have been varietally labeling Petite Sirah between 1964 and 1974, which is within the first 10 years of it being marketed as labeled Petite. These awards were a very important way of honoring those passionate vintners, growers, and winemakers who have committed themselves to guaranteeing Petite Sirah's placement in California history, as a historical cultivar. This will be an annual award given to new, incoming members of **PS I Love You** who meet the criteria.

**Those members who received Founders Awards are the following:**

1. **Dr. Carole Meredith**, UC Davis's geneticist who discovered the DNA fingerprinting for Petite Sirah/Durif.
2. **Field Stone Winery – John Staten** [
3. **Foppiano Vineyards – Louis J. Foppiano, Sr.**
4. **Concannon Vineyard – Jim Concannon**
5. **Ballentine Vineyards – Van Ballentine**
6. **F. Teldeschi Winery – Dan Teldeschi**
7. **Pedroncelli Winery – John Pedroncelli**
8. **Mettler Family Vineyards – Larry Mettler**
9. **Parducci Wine Estates – Paul Dolan**
10. **Mounts Vineyards – Richard Mounts**
11. **Bogle Winery – Patty Bogle**
12. **Trentadue Winery – Leo Trentadue**
13. **Alger Vineyards – John Alger**
14. **David Bruce Winery – David Bruce**
15. **Stags' Leap Winery – Kevin Morrissey**
16. **Mohr-Fry Ranches – Bruce Fry**

According to executive director Jo Diaz, "These awards are necessary in order to honor those who have been pioneers with regard to this great American Heritage cultivar. The more emphasis that's drawn to this variety, the more quickly the American public will come to know how important Petite Sirah is to the American viticultural landscape. Petite Sirah, like most other varieties, has European roots, but PS needs to be adopted as an American variety given to us by France – with virtually very few roots. The roots of PS were firmly planted in American terra firma, where it thrives in abundance... and that abundance is not matched anywhere else in the world."

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