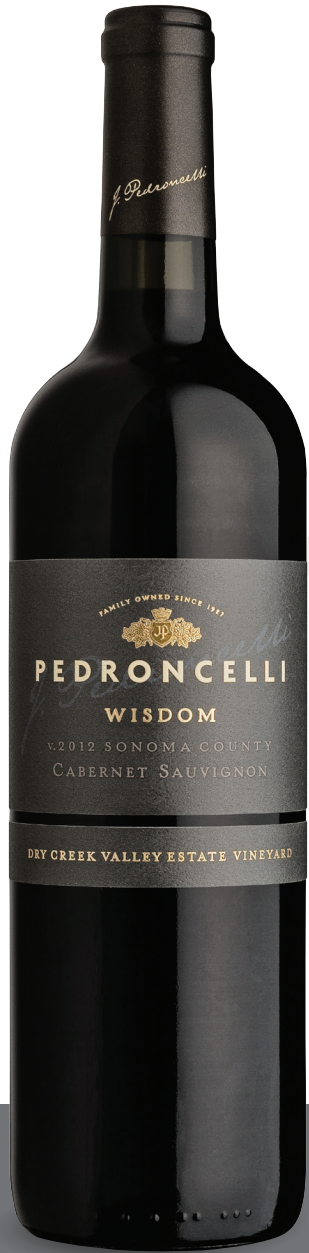


FAMILY OWNED SINCE 1927



PEDRONCELLI



*Longevity instills it in each generation. Sensing the right varietal and aspect of the vines is borne of a lifetime tilling the soil. Discerning and experienced hands craft the wine from vine to barrel to bottle and when these elements come together it is called **Wisdom**.*

50 years and three generations of growing Cabernet on this soil, in this microclimate brings unparalleled **Wisdom**. John Pedroncelli was the first to plant Cabernet Sauvignon in Dry Creek Valley. In the early 1960s we were expanding our line of wines and came across a singular five acre piece of property on West Dry Creek Road, just a couple of miles west of the winery itself. As they say, location is everything and the micro-climate was perfect for growing the king of red wine grapes.

The rocky loamy soil is a perfect place to put down roots. Just the right amount of fog rolls in each evening during the warm summer months to maintain the right combination to cool the vines and preserve the delicate balance between acid and sugar.

Aged in French oak barrels for sixteen months, the time gave the wine a mellow quality and added complexity. An additional 12 months in the bottle before release brought an especially smooth drinkability to the wine.

Now going on four generations, this wine is the culmination of what we've learned and experienced in our nearly 90 years. The joy of family and friends around the table with a good meal and a bottle of wine. We can think of no better place to share some **Wisdom**.

Our inaugural release is dedicated to John Pedroncelli, winemaker at Pedroncelli from 1948-2014, who knew each vineyard block and where to plant the right varietal. To John, and the **Wisdom** he shared with all of us!



92 POINTS
Anthony Dias Blue,
The Tasting Panel, March 2016



**DOUBLE GOLD,
CHAIRMAN'S BEST OF CLASS
AND SWEEPSTAKES NOMINEE**



**90 POINTS,
GOLD MEDAL**
World Wine Championships

CABERNET SAUVIGNON | WISDOM
v.2012 DRY CREEK VALLEY ESTATE VINEYARD

FOR SAMPLES IN THE NORTH CONTACT:
Gina Riveras • 707-495-7844

FOR SAMPLES IN THE SOUTH CONTACT:
Mark Abraham • 714-330-9464

PEDRONCELLI WINERY

800-836-8894 | 1220 CANYON ROAD, GEYSERVILLE, CA 95441 | WWW.PEDRONCELLI.COM