

## **PHIFER PAVITT BACKGROUNDER**

Coordinates: Phifer Pavitt Wine  
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Proprietors: Suzanne Phifer Pavitt and Shane Pavitt  
Winemaker: Ted Osborne

Vineyards: Phifer Pavitt sources its grapes from Temple Family Vineyards' Lakespring Ranch in Pope Valley, within the Napa Valley appellation. Vineyard manager Arthur Spencer designed and planted this vineyard and farms it organically, producing small, intensely flavorful berries. The vineyard sits at 670 feet, in loam soil, with the vines spaced at 7x5. The farming incorporates many features which support its organic commitment, including barn owl boxes, indigenous legume cover crop for beneficial insects and soil fertility and ladybug plantings.

The Winery: Phifer Pavitt Wines is a dream of Suzanne Phifer and Shane Pavitt, who moved to the Napa Valley in 2001 and over the course of several years of 'date nights,' hatched the idea of their own Napa Valley Cabernet Sauvignon. The winery opened in November, 2010, and is housed in a historic "Napa Valley vernacular" barn, with a board-and-batten façade and a metal roof, nestled into a scenic spot looking out over views of Napa Valley.

Current release: 2008 Phifer Pavitt 'Date Night' Cabernet Sauvignon (Napa Valley), national suggested retail price, \$80

Next release: 2008 Date Night Cabernet Sauvignon, fall 2011

Production: approximately 300 cases a year

Events: Phifer Pavitt Wines has become known for its annual Pick-Up Party when customers arrive to collect their purchases and enjoy food, friends and music by local musicians, The Buckshot Boys. Customers enjoy adding their favorite "date night" experience on the chalkboards that adorn the barn wall.

History: Shane is a partner with B. Riley & Company, an investment management company based in Los Angeles, CA. When he's not trading stocks, playing soccer with his two young sons, or being on the Phifer Pavitt tasting line, you'll find him on his bike. He is an avid cyclist and enjoys riding the rolling hills of

the Napa Valley as often as possible. He is also a graduate of Arizona State University and a devoted Sun Devils fan.

Born in Ringgold, Georgia, Suzanne has an MBA from the University of Southern California. She transitioned from the corporate world to the wine world in 2004; she travels on behalf of the winery and in the summer of 2010 was named an honorary Kentucky Colonel for her efforts. Suzanne was also one of the founding participants in an annual exchange between women vintners in Bordeaux and Napa. She is actively involved in her sons' school and their sports teams. She serves on the Board of Directors of the Boys & Girls Club. She has an MBA from University of Southern California. She loves the great outdoors, skiing, diving, yoga, gardening and sharing a great meal and wine with friends.

Philanthropy: The Pavitts are very active in support of local schools and the Calistoga community.