



**FOR IMMEDIATE RELEASE**  
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**PEJU PROVINCE WINERY RELEASES PEJU PINK ROSÉ WINE FOR  
MOTHER'S DAY**  
**25 Percent of Sales to be Donated to Breast Cancer Patient Care and  
Research Organizations**

**Rutherford, Calif.** - Peju Province Winery today announced that it will release its 2007 Peju Pink Rosé Wine in celebration of Mother's Day on Sunday, May 11, 2008. Peju is joining the fight against breast cancer by donating 25 percent of sales from each bottle of its second vintage of Peju Pink to organizations that help breast cancer patients and advance breast cancer research. Peju's winemaker, Sara Fowler, made 350 cases of the 2007 proprietary rosé blend which is available exclusively at the winery and on Peju's website.

Peju donated 25 percent of the proceeds from the 2006 Peju Pink to the Bay Area Susan G. Komen for the Cure affiliate. In addition, Peju's employees, including owners Herta, Lisa and Ariana Peju, participated in the Avon Walk for Breast Cancer in San Francisco and raised another \$20,000 for the Avon Foundation Breast Cancer Crusade. In total, Peju contributed nearly \$40,000 to breast cancer organizations with plans to continue future partnerships in the fight against breast cancer.

This year, the Peju Pink proceeds will again be donated to a significant breast cancer organization while the Peju staff will raise additional funds by walking in the Napa Valley Relay for Life to benefit the American Cancer Society.

"Most of us know at least one woman who has been diagnosed with breast cancer, and every three minutes another woman in the United States is diagnosed," Herta Peju said. "Peju Pink is our way of recognizing the heroic women living with breast cancer and contributing toward the effort to find a cure."

Peju Pink retails for \$22.00 and is available for sale in Peju's tasting room, located at 8466 St Helena Hwy, Rutherford, CA, and online at [www.peju.com](http://www.peju.com). Peju Pink is a fragrant rosé wine with hints of crisp peach and passion fruit and is best served chilled. The Peju Pink label features a woman in pink, who depicts one of the three Greek graces from a 100-year-old stained glass window in Peju's tasting room tower.

**About Peju Province Winery:**

Established in 1982, Peju Province Winery is a family-owned boutique winery located in the Rutherford Appellation, one mile north of Robert Mondavi Winery. Peju's organically farmed Rutherford Estate Vineyard is home to 30 acres planted to Cabernet Sauvignon, Merlot and Cabernet Franc and is ideally situated between Highway 29 and the west bank of the Napa River. Peju also produces wines from its sustainably farmed Persephone Vineyard (Pope Valley) and planting is underway at the Wappo Vineyard (Dutch Henry Canyon). Visitors are welcomed into a magnificent 50-foot tasting room tower to sample Peju's award-winning wines, including its flagship H.B. Reserve, Cabernet Sauvignon, Merlot, Cabernet Franc, Zinfandel, Syrah, Sauvignon Blanc, Chardonnay and Provence, a proprietary blend of red and white varietals. Peju visitors can also enjoy pristine gardens, art exhibits, an extensive gift shop, three wine clubs and a full-working kitchen that hosts a variety of events and classes. Peju's tasting room is open daily from 10 a.m. to 6 p.m. and is located at 8466 St. Helena Hwy, Rutherford, Napa Valley. For more information, visit [www.peju.com](http://www.peju.com) or call 800-446-7358.