

HYBRID

BY PELTIER STATION

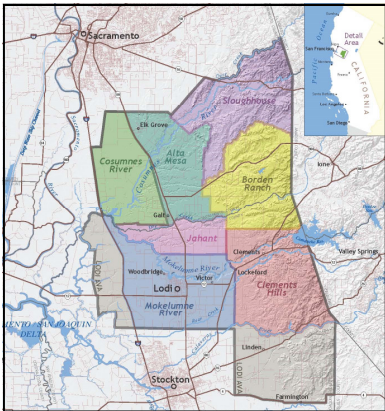
LODI



It all began with the Schatz family in the early 1950's, whose passion for farming has been passed along to each generation with the love for the land and vineyards. As third generation grape growers, Rodney and Gayla Schatz carry on the same traditions today as their parents and great-grandparents did many years ago, growing superior grapes that are sold to numerous wineries throughout the country. They purchased their first vineyard in 1985 and built a winery in 2002 as a custom crush facility producing premium wines to wineries both large and small. With a drive to create their own label to share from the vineyards that have captured their hearts, came the desire to make outstanding wines with a commitment to quality and excellence creating individuality in each bottle. Thus, their flagship Peltier Station Petite Sirah launched the beginning of many vintages and varieties.

Hybrid is a revolutionary product that combines highly advanced technology with environmentally sustainable winegrowing principles. It is the inspiration of the need for first-rate wines at a fair and affordable price. So a wine was crafted with the taste to back it up and we present our answer. It's unpretentious and it's quality. Hybrid is about taking away unnecessary elements to produce a good wine that anyone can enjoy.

LODI, CALIFORNIA



Located directly east of San Francisco at the edge of the Sacramento River Delta, the Lodi appellation is noted for its classic Mediterranean climate with warm days and cool nights. The soil, unlike many other appellations, varies within the AVA, though in most places it is a deep loam that occasionally is covered with large rocks, similar to the French region of Châteauneuf du Pape.

Lodi has become known for its concentrated and rich (New World) style wines. This is due to abundant heat and the addition of grape concentrate before bottling. The concentrate adds sugar which gives the wine the full bodied, thick and coating reds that Lodi is known for. Although the appellation is probably best known for its old vine Zinfandel, Lodi also produces a large quantity of Merlot, Chardonnay, Cabernet Sauvignon, and Sauvignon blanc.

The federal government first approved the Lodi American Viticultural Area (AVA) in 1986, and over the past two decades the number of "Lodi" labeled wines has skyrocketed. As the quality and recognition of Lodi wines spread, local winegrowers began to recognize the wide variety of ecological differences across the vastness of the Lodi AVA.



"The more you know about wine, the more you'll want to know about us."

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