



## Our Wines

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The PAVI Wines Group brings together new wines, from the new world - with a new way of thinking about making and selling wine: Pinot Grigio, Dolcetto, Vin Santo Napa Valley Pinot Grigio.

A collection of innovative wines that are well made, fun to drink and serve and deliver high quality. And plenty of press accolades to please any wine geek - all at a great price.... These days that alone is innovative!

PAVI



NAPA VALLEY

## Wine History

### Winery History

Pavi Micheli Lawson and Rob Lawson founded PAVI WINES in 1998. Rob is third generation in the wine industry and is a wine business consultant and former CEO of Napa Wine Company. The combination of Rob's knowledge of winemaking and Pavi's passion for her Italian heritage was the inspiration behind the creation of Pavi Wines and the idea to grow and produce classic Italian varietals in California.

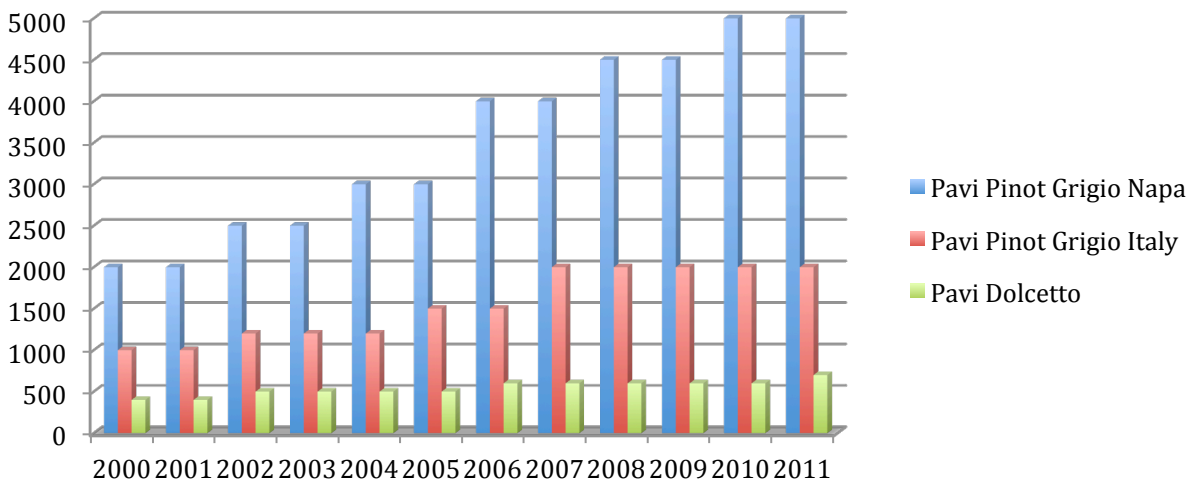
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## 2011 4<sup>th</sup> Quarter Sales

### 2011 Sales Summary Pavi Pinot Grigio Napa

Over 500 cases of Pavi Pinot Grigio were sold in 2011, 300 alone in the fourth quarter. As usual, most of it was sold right in the Napa Valley, predominantly in St. Helena. Surprisingly, North Dakota is a growth market for our wines. It appears that as many state economies are stagnating, New York's economy is expanding, and with it wine consumption.



## 2012 Harvest & Sales Projections

### Pavi Pinot Grigio

We are projecting production of roughly 500 cases of Pavi Pinot Grigio from the 2012 harvest. As Pinot Grigio spends longer both in barrel and in bottle than does regular Pinot and there is also less urgency to sell it while it is still young, we anticipate selling only 150 to 200 cases of this varietal in the first year after bottling

### Pavi Dolcetto

Pavi Dolcetto sales decreased in the 4th quarter bringing the year's total to 23 cases. Sales results reflect the owner's lukewarm interest in this varietal.