

Tavern Craft is proud to represent Peju Winery!

We asked David Watrous, Peju's Regional Sales Manager, to tell us a little more about the Peju Winery and their decision to join the Reno-Tahoe market!

The History of Peju

Beginning with the purchase of a 30-acre parcel in Rutherford in 1983, Peju has grown to include five properties in Napa Valley, totaling 553 acres, all of which are now certified as Fish Friendly Farming. The 232 acres that are currently planted are Napa Green Certified, with the original 30 acres at Rutherford Estate certified organic in 2007 by the California Certified Organic Farmers (CCOF).



PEJU



Both Peju and Calmere are second generation family owned, estate grown, and organically farmed, making a commitment to continue to grow their brands while being environmentally sustainable. Very few wineries in Napa are still owned and operated by families. After nearly 40 years in Napa, the second generation of the Peju family, daughters Lisa & Ariana Peju, have chosen to take over the business.

Peju's winemaker, Sara Fowler, has been awarded winemaker of the year by her peers for five consecutive years in a row. This speaks not only to her love of wine but to her commitment to the winemaking community. Through the organic methods and dedication to the quality of their wines, Peju continues to strive to ensure that future generations of the Peju family have the opportunity to farm and grow in Napa.



David Watrous & the Road to Reno

Well-known in the Beverage & Alcohol Industry, David Watrous has been involved in the industry for the better part of 15 years. After a successful career in music, he began a full-time career in the restaurant business, starting as an event coordinator before becoming a restaurant manager and consultant. An advocate for craft beer, Watrous joined the distribution world in 2013, and has been with Peju since early 2019.



Watrous was first drawn to the Reno-Tahoe area after recognizing the region as an extremely vital part of the continued growth at Peju. With several resorts and many major companies moving their headquarters to Reno, the already bustling community is more than ready for the Peju wines. By switching from a larger distribution partner in Nevada to Tavern Craft, Peju was able to access a dedicated team of wine professionals who are focused on the growth of their brand.



After coming to the Reno market for the first time in many years, Watrous was delighted with the explosion of both casual and fine dining options. "I had a wonderful dinner at Midtown Eats, two awesome dinners at Arario Reno, and was very excited about my dinner at Centro. Equally impressive to me was the bustling bar and nightlife community, as well. I would say that not only is Reno in touch with the current market for dining and nightlife, but has options that rival and major metro market in the US."

Watrous was excited to see the growth of craft cocktail bars in Reno, from Death and Taxes to Chapel, as well as the addition of Amari to the Downtown Reno nightlife scene. "At home, I am an avid brown spirits collector and enjoy a great old fashioned, but was blown away by the Negroni I had at Amari."

Peju Pairings

With seven wines in the Broad Market in Reno, Watrous is certain almost all cuisine will pair well with the many wines Peju and Calmere have to offer. "Whether it be a fresh citrus salad or bright fish with our Sauvignon Blanc or Calmere Chardonnay, or a wonderful steak paired with our Cabernet or Cabernet Franc, Peju is well-situated to service the whole community of local diners."

