

## Fall 2011 Club Newsletter

- '09 Pommard Clones Pinot Noir
- '09 Peters Vineyard Pinot Noir
- '09 Elsbree Vineyard Pinot Noir
- '09 Charles Vineyard Pinot Noir
- '09 Pauline's Vineyard Zinfandel

### Upcoming Events

November 5 & 6, 2011	Wine & Food Affair
January 14 & 15, 2012	Winter Wineland
March 3 & 4 and 10 & 11, 2012	Barrel Tasting
June 9, 2012	Spring Wine Club Party
April 28 & 29, 2012	Passport to Dry Creek Valley
May 16-26, 2012	Wine Cruise from Venice to Athens

### Labels and Bottling

Ever wondered how our label came to be? Or how we even get the label onto the bottle? These mysteries of Papapietro Perry are about to be explained.

What you currently see on our bottles evolved from a design on a glued-on paper label to our current silk-screened label. Our original label was created by an artist who is Renae Perry's cousin. The Papapietro Perry logo came along a short time later when Renae saw a similar design and said, "the design reminded us of a series of P's, which we have an abundance of in our world

Once the new logo was completed, we redesigned the label to accommodate it. The paper version only lasted a few vintages, when we decided to switch to something more durable.

Ever notice how paper labels can get scuffed, torn or smudged in the course of a bottle's lifetime? We did too, and decided to switch to silk-screening the labels directly on the bottles.

This choice means we have to put the label on the bottle prior to bottling. Typically, a winery orders "glass" (an industry term for plain wine bottles), fills the bottles with wine and then affixes the labels—all during the bottling process.

When using paper labels, it doesn't take as much pre-planning and wineries generally order more labels than needed. Leftover labels are not a big deal. Because we label (or silk screen) prior to bottling, we need to be more exact in our calculations so we don't have a lot of leftover bottles that can't be used. This means we have to figure what the wine in the barrel will equate to in bottles. This is not always an easy task as there is always some evaporation and each barrel does not contain the same amount of wine. If we don't order enough silk-screened bottles, (which we actually do intentionally, but we'll get to that soon), then we bottle into what's called "shiners."

Shiners is another industry term referring to bottles of wine with no label. We can't silk screen the bottles after they're filled because the process heats up the glass and thus the wine inside. Instead, we end up drinking the shiners—which is why we don't order enough labeled bottles. Now you know why we're always so happy when you call or visit!

The labels on our 3-liter bottles go through a different process. They're etched, not silk-screened, and no heat is applied. We first bottle the wine, and then send the glass away to be etched. The bottles are hand etched and painted. This is one of the reasons we make just a few of each of the large format bottles.

If you've been to our winery, you may have noticed the lack of a bottling line. As we only bottle two times per year, it's not cost or space-effective to have our own equipment. Instead, we hire a mobile bottling line to come to the winery in the winter to bottle our Zinfandel and Chardonnay, and again in August for our Pinot Noirs.

When it's ready for bottling, we move the wine from the individual barrels into large stainless steel tanks. The wine flows through a hose from the tank, out the front door of the winery to the bottling truck parked just outside the winery door. Inside the truck a crew monitors the

filling, corking and capsuling of the bottles. The line moves pretty quickly, filling 65 bottles per minute, or 3,900 bottles per hour! After the bottles move through the line, another crew just outside of the truck packs the bottles into the case boxes, seals them and loads them onto pallets.

Although bottling is a demanding time for our winemaking team, it is fascinating for our visitors to watch. We plan our bottling dates well in advance so if you're ever interested in coming to see it in action, please contact us for our bottling schedule.

### Randy Peters

As we head to print, our 2010 Pinot Noirs have just recently been bottled and we are preparing the winery for crush. This is a very busy time for all of us. The winemaking team—Ben, Bruce and Dave—are busy readying the winery. The tasting room is abuzz with visitors from all over the world and, of course, this time is also busy for our growers. We maintain close ties with our growers throughout the year, but during harvest and crush we communicate more regularly.

Of all of the growers we work with, we probably see the most of Randy Peters, as he farms the property where the winery is located: Timber Crest Farms. You're probably familiar with his name, but do you realize how many of our wines Randy is directly responsible for? The answer is an incredible 7 wines!

Randy Peters farms the vineyards and grows the grapes we buy and make into Peters Pinot Noir, Mukaida Pinot Noir, Peters Chardonnay, Pauline's Zinfandel (named for his mom) and Timber Crest Zin. His fruit also goes into our 777 Clones and Pommard Clones Pinot Noirs. That's a lot of vineyards! In fact, Randy farms a total of 224 acres.

Randy, a fourth generation Dry Creek Valley farmer, grew up on Peters Ranch, which is just across the road from our winery. Growing up helping his dad on the ranch, Randy knew that one day he would take over the family business. Along with working on his family's ranch, young Randy began working for neighbor Ronald Waltenspiel on his Timber Crest Farms. At age 20, Randy was promoted to Timber Crest Farms Ranch Manager, which included overseeing the orchards and vineyards, as well as payroll and human resources. Today,

Randy farms 11 acres of his own vineyards, 38 acres for his father-in-law, Tom Mukaida, and 175 acres for Timber Crest Farms.

We consider ourselves fortunate to be able to work so closely with Randy, and to have enjoyed a long and prosperous relationship. We know that with each vintage, Randy will deliver high-quality grapes from which we produce delicious wines. We are proud to put the name Peters onto our labels to honor the man who works so hard and grows such fantastic grapes!

### All Aboard

Have you heard? We're taking the show on the road, so to speak. We're planning a winemaker cruise on Oceania's newest ship, the *Riviera*, in May 2012 from Venice to Athens. Along the way, we'll stop in Croatia and Turkey, too. The best part is that **YOU** can come with us, and bring your friends! The cruise is open to all Papapietro Perry fans.

Although, we're still working out the details, we've planned a winemaker dinner and an onboard seminar with Ben Papapietro and Grower Nick Leras. This will be Nick's first trip to his family's native Greece, and we're thrilled he's joining us!

Pricing starts at just \$4049 per person, which includes airfare, a pre-cruise hotel in Venice, gratuities, transfers from hotel to ship and a bottle of wine per night per cabin. When you add it all up, it's an incredible deal. And did we mention that you'll be joined by Ben & Yolanda Papapietro, Club Manager Bev Gill AND Grower Nick Leras? How much fun will that be??!!

We'd love for you to join us. For more information, please call our terrific travel agents, Tracy, Mona or Ann at Flying Dutchmen Travel at 800-248-7471, or visit [www.papapietroperrywinecruise.com](http://www.papapietroperrywinecruise.com). Don't be left standing on the dock!

BRAISED BEEF SHORT RIBS WITH PINOT NOIR

## Serves 6

This recipe goes especially well with the rich spicy, earthiness of the Leras Pinot Noir and is best made the day before and gently re-heated the next day.

28 oz. can chopped tomatoes  
1/2 cup. beef stock  
1 cup. Pinot Noir  
4-5 cloves garlic, minced  
1 large onion, cut into slivers  
1 Tbs. fresh rosemary, minced  
1 Tbs. fresh thyme, chopped  
4 Tbs. fresh parsley, chopped  
1/2 tsp. ground cinnamon  
2 tsp. unsweetened chocolate powder  
1/4 cup. olive oil  
5-6 lbs. short ribs of beef, with bone  
1 lb. button mushrooms, left whole or cut in half, if large  
1 tsp. ground black pepper, or to taste  
1 tsp. salt, or to taste

Preheat oven to 350°.

In a bowl, mix together tomatoes, beef stock, wine, onion, garlic, rosemary, thyme, 3 Tbs. parsley, cinnamon and the chocolate powder. Set aside.

Heat half the oil in a large skillet or Dutch oven over medium high heat. Season the ribs with salt and pepper. Add ribs to hot oil in small batches and brown ribs on all sides. Drain excess oil when done.

Return all ribs to the Dutch oven or a baking dish with a cover. Sprinkle mushrooms around ribs and pour the tomato mixture evenly over the ribs.

Cover and bake 3 hours or until tender.

Remove the pan from the oven, skim off any grease and serve with the sauce and soft polenta with the remaining 1 Tbs. parsley sprinkled on top.

### Tasting Notes:

2009 Pommard Clones Pinot Noir

cases produced: 520

Appellation: Russian River Valley

Medium ruby color. Opens with rhubarb, blueberry pie, toast and spice. Wild cherry, berry flavor balanced with bright acidity, smooth tannins and minerals that should allow this full bodied wine to age well into the future.

Retail price: \$70

2009 Peters Vineyard Pinot Noir

cases produced: 760

Appellation: Russian River Valley

Medium ruby color. Baking spices, toast and sandalwood on the nose. Sweet black cherry, pure, rich and layered with sweet fruit and spice. Full bodied, balanced with bright acidity ending with a long, toasty expansive finish that lingers on and on.

Retail price: \$54

2009 Elsbree Vineyard Pinot Noir

cases produced: 630

Appellation: Russian River Valley

Medium ruby color. Deep, complex red cherry aromas, notes of cinnamon and spice on the nose and on the palate. Good structure and balance with a long finish

Retail price: \$54

2009 Charles Vineyard Pinot Noir

cases produced: 635

Appellation: Anderson Valley

Dark garnet in color. An elegant wine with notes of raspberry, cranberry and strawberry fruit with hints of minerals. An earthy Pinot that is structured and balanced.

Retail price: \$ 54

2009 Pauline's Vineyard Zinfandel

cases produced: 380

Appellation: Dry Creek Valley

Medium ruby color. Expressive brambly nose of blackberry and Tellicherry pepper. The palate opens to bing cherry and blackberry flavors with herbal hints of thyme. There is a lingering finish of spice, black fruit and balanced acidity.

Retail price: \$ 40