



PAPAPIETRO PERRY

P² Insider

SPRING 2011

News from the winery...

By now you're familiar with the names: Leras, Elsbree, Peters, Nunes, Charles (and now Campbell, but we'll get to that in a moment). What do they mean? And why does Papapietro Perry put these names on the bottle?

These are the names of vineyards, or, more importantly, the names of the people farming the vineyards, growing the grapes we buy to make into wine. Without these partners, we couldn't make wine as we don't have any of our own vineyards. After all, we're winemakers, not farmers! In order to make great wine, you need to start with great fruit, and we feel these folks really deliver.

We'd like to take this opportunity to introduce you to one of our growers. Meet Nick Leras, a Greek-American grape grower who's been contributing to the success of Papapietro Perry almost from the beginning. The fruit we buy from Nick's vineyard makes not only the Leras Pinot Noir, but also our Pommard Clones and 777 Clones Pinot Noirs.



Ben Papapietro discussing harvest with Nick Leras

Nick is a wonderful man, the consummate salt-of-the-earth farmer. With Nick, you know that his handshake is as good as any contract and that he is a man of his word. He has been farming since he graduated high school in 1957, but the Leras story starts long before then.

It began back in 1918 when Nick's father, a Greek immigrant from the island of Andros, bought property in the Russian River Valley, just off of River Road. Although the family lived in San Francisco, Nick's father would spend his free time maintaining the ranch. It wasn't until the stock market crashed in

1929 that the family came to live on the ranch full time, raising cows, chickens, and pigs and growing apples, pears and grapes to sustain themselves. Nick was born in a house on this same property. His father farmed this property until 1976 when young Nick took over the ranch.

Nick remembers his father delivering wooden boxes of grapes to individual customers for use in home winemaking in San Francisco. He can also recall his father making wine and selling it for \$1.50 per gallon to friends and neighbors. He thought he could make more money in the wine business than his father did, and set out to make some changes in the vineyard. What was once a field blend of various varietals became French Colombard. Then, in 1989, Nick budded the vineyard over to Chardonnay, Pinot Noir and a small block of Gamay. By 1995, the whole ranch had been converted to Pinot Noir.

In the beginning, as many growers of the day did, Nick sold his grapes to wineries that produced jug wine. Sonoma County hadn't yet earned the reputation for fine wine that it has today. It wasn't until around 1989 that local wineries started making varietal-specific (Pinot Noir, Zinfandel, Chardonnay) wines rather than producing blends of several varietals, often misnamed Burgundy or Chablis.

We're proud to put the name Leras onto our bottles—reflecting the partnership and mutual respect we have for each other. It's just one small way that we can show our appreciation for all Nick does for us.

In this Shipment...

- '09 Russian River Valley Pinot Noir
- '09 Leras Family Vineyards Pinot Noir
- '09 Campbell Ranch Pinot Noir
- '09 777 Clones Pinot Noir
- '09 Nunes Vineyard Pinot Noir
- '08 Elsbree Vineyard Zinfandel

Introducing... Campbell Ranch Pinot Noir

We are pleased to announce a new vineyard designate Pinot Noir to our lineup. Owner Steve Campbell's vineyard is located out at the "true" Sonoma Coast, near a remote town called Annapolis. In fact, when Ben Papapietro and David Low, our assistant winemaker, visit the vineyard Steve flies them out to the coast on his private plane, as otherwise it's a two-hour drive!

Grapes from this particular region are highly sought after and we feel very fortunate to have some of this spectacular fruit. We're absolutely crazy about this wine and think you'll agree. We made a very, very limited amount and suspect that it will quickly sell out. If you love it as much as we do, don't delay in ordering more for your cellar.

Meet David Low, our Assistant Winemaker

David, who hails from Lawrence, Kansas, has been with Papapietro Perry since 2002—long before we had a tasting room or a "home of our own". Although his original career path wasn't winemaking focused, he had a fascination for fermentation and had experimented with making beer, mead and cider. It was this curiosity and his friendship with Renae Perry's niece, Rose, that brought him to our door.



Dave's plan was to help out one year during harvest while also working his full-time job at another well-known Pinot Noir producer. It soon became evident to both Ben Papapietro and Bruce Perry that Dave's talents were needed full time at the fledgling winery. By then, Dave had learned the ropes of working in the cellar and was ready to commit his full attention to the winemaking team at Papapietro Perry.

When Dave was first hired, before the winery was well established, his "pay" was room and board at the Perry residence. Bruce and Renae had heard what a fantastic cook Dave is and figured it was a win win! Dave comes from legacy of food, but we'll get to that momentarily.

Although a man of few words, Dave expresses himself through his love of winemaking. In addition to assisting Ben in making wine for Papapietro Perry, Dave, along with two friends, have their own winery project.

When Dave is not busy making wine, you can usually find him in the kitchen cooking up something delicious, or off searching for the hottest new place to eat. His love of good food and cooking was instilled at an early age, as Dave's grandfather, a Chinese immigrant, owned and operated a steakhouse restaurant in Kansas.

Along with wine and food, Dave enjoys golf and basketball. You might find him shooting hoops at the local high school during team practice. Dave is one of the fill-ins when they need a few more players to make two teams.

Dave has an affinity for the best that life has to offer—wine, food and fun—and we are lucky that list includes Papapietro Perry, too.

Chardonnay (yes, Chardonnay)

Did you know that we produce a little bit of Chardonnay? It's true! As we were planning previous winemaker dinners, we had chefs asking us to provide a white wine for a first course. We decided the time was right to produce a Chardonnay. Luckily, we didn't have to look far for grapes. Grower Randy Peters was happy to supply us with superb Chardonnay grapes from Russian River Valley.

As we produce a very limited amount of this wine, we're not able to include the Chardonnay in your club shipments. Of course, you always have access and your discount certainly applies. You can visit our web site and use our shopping cart, or just give us a call.

Club Manager Bev Gill, our resident "Chardonnay-aholic", says our Chard has the "perfect balance of oak; not overdone, yet creamy and delicious!" It's no wonder that it was her idea to create our now "hot-ticket" Chardonnay & Lobster Dinner. It's an intimate, casual affair held in the winery cellar. This will be our 3rd annual, and due to the overwhelming response, we've added a second date to accommodate all of our guests. Be sure to save the dates, June 25, 2011 and July 16, 2011 for this fabulous feast. More details will follow via email.

Does the shape and size of the wine glass really make a difference?

And the answer? A resounding, Yes! Have you ever wondered why after tasting a wine in our tasting room that sometimes it doesn't taste exactly the same at home? Do we do something special with the wine that you don't know about? No, but chances are it's because of the wine glasses we use in our tasting room. If the bowl of the glass is too small, or the top too narrow, it is very difficult to swirl the wine enough to really open up the aromas. You also need to be able to stick your nose in the glass and inhale.

Did you know about 80% of what you taste is what you smell? Think about how your food seems bland when you have a stuffy nose. That also applies to wine—you need to be able to smell it in order to have the full tasting experience.



Riedel was the first wine glass designer to recognize that the aroma and flavors of wines, as well as the balance and finish, were affected by the shape of the glass. They found that the very same wine tasted much different when served in a variety of glasses. In fact, the differences were so great that even the experienced connoisseurs were fooled into thinking that they were tasting a completely different wine.

At our tasting room, we only use Riedel Pinot Noir glasses. They're the perfect shape and size for our Pinot Noirs, and allow us to provide the best possible tasting experience for our visitors. If you've been to our tasting room, you've seen that we also have our logo etched onto the glasses, but did you know that you can buy them? They can be found on our web site under "Buy Wine" or "Order Wine" and, yes, we can ship them so you can have the same tasting experience at home.

Recipe

Here's another fabulous recipe by our very own Jim May. Does he work in the tasting room or is he the winery chef? Well, it depends upon the day! Jim just recently served our bottling crew this scrumptious meal! We tried both



our Pinots and Zins with the burgers, and while both tasted fantastic with the food, the general consensus was the Zin. Try it and see what you think.

LAMB BURGERS WITH FETA CHEESE AND MINT

Serves 6

- 1 1/2 lbs. ground lamb
- 1/4 c. dry red wine, we suggest Papapietro Perry Zin
- 1 Tbs. mint jelly
- 2 Tbs. shallot, minced
- 1 tsp. dried oregano
- 2 tsp. salt
- 2 tsp. black pepper
- 1/4 lb. Feta cheese, crumbled

Put the ground lamb in a large bowl. In another small bowl, mix together the wine, jelly, shallot, oregano, salt and pepper. Pour wine mixture in bowl with the lamb. Fold in the cheese and gently mix together. Form by hand into 6 patties.

Grill over hot coals for about 5 minutes per side for medium rare to medium, or to taste. Serve on toasted burger buns of choice and serve with Papapietro Perry Pinot Noir or Zinfandel.

Upcoming Events

— 2011 —

April 30 & May 1 *Passport to Dry Creek Valley*

June 11 *Wine Club Party*

June 18 *Pinot Days / San Francisco*

June 25 *Chardonnay & Lobster Dinner (#1)*

July 16 *Chardonnay & Lobster Dinner (#2)*

Tasting Notes

2009 Russian River Valley Pinot Noir

Appellation: Russian River Valley

Cases produced: 1120

Deep ruby color. Aromas and flavors of dark berry, raspberry, Santa Rosa plum with a spiciness followed by notes of earthiness. Full lush black cherry on the palate. Full bodied and balanced with great acidity, this wine offers a long and very complex finish that continues to gain in depth.

Price: \$46

2009 Campbell Ranch Pinot Noir

Appellation: Sonoma Coast

Cases produced: 350

Dark garnet in the glass. Blackberry, black currant and cassis on the nose. Black cherry fruit leads to a bright acidity with a hint of violets. Well-balanced with a luscious finish of black cherries.

Price: \$54

2009 Leras Family Vineyards Pinot Noir

Appellation: Russian River Valley

Cases produced: 1000

Deep ruby color opens to a very aromatic nose of black cherry, cola and toast. Sweet black cherry and cranberry carries through to a mid-palate that is velvety smooth with notes of minerals and toast. Well-balanced, complex with a long lasting, fruit driven finish.

Price: \$54

2009 Nunes Vineyard Pinot Noir

Appellation: Russian River Valley

Cases produced: 725

Dark garnet color. Black cherry, dusty berry fruit with bright floral notes on the nose. Wild cherry, dusty berry, plum fruit with hints of cinnamon stick, clove spices and earth mid-palate. Good structure and balance leads to a smooth, long finish.

Price: \$54

2009 777 Clones Pinot Noir

Appellation: Russian River Valley

Cases produced: 470

Dark garnet color. Toasty oak, vanilla and spice on the nose. Great structure and balance surrounds flavors of wild berry, rhubarb, spice and hints of floral. The wine finishes with a juicy, elegance that gracefully unfolds.

Price: \$70

2008 Elsbree Vineyard Zinfandel

Appellation: Russian River Valley

Cases produced: 600

Dark garnet color. Blackberry, brambly berry, spice, black pepper and black licorice on the nose. Juicy fruit, spice and Tellicherry black pepper with hints of black licorice on the palate. Bright acidity and boysenberry fruit leads into a long and smooth finish.

Price: \$38



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