



# GENCO GAZETTE

March 2021

**MARCH MEETING: WEDNESDAY 24<sup>TH</sup> VIA ZOOM**

**Ben Papapietro – Papapietro-Perry Winery**  
Zoom information will be e-mailed to members

**APRIL MEETING: WEDNESDAY 28<sup>TH</sup> VIA ZOOM TBA**

**MEMBERSHIP EXTENSION: GENCO Board decided to roll over the 2020 dues into 2021 since we aren't having in-person meetings or events. The Board is also doing their same commitment for 2021.**

**FEBRUARY 24<sup>th</sup> meeting: The Real Dirt on GENCO Winegrowers**  
35 screens, 48 members zoomed in to a top-notch presentation of vineyards in Sonoma County and GENCO member growers by George Marek. Video, photos, graphs, charts, and cartoons! Many thanks George!

*"Your presentation was amazing... no fabulous! Very informative, entertaining. PPT was EXCELLENT, very good information, graphics were really nice especially with the Member vineyards! That was great! The interaction between members at the end was awesome, they were definitely engaged! You nailed it, obviously very well prepared. I can't imagine how many hours you put into it!" – Gary*

*"George, I just want to echo the kudos you received from the Board members for your impressive presentation. I recognize the time and effort you invested in developing the talk. The only issue I see, is that people are going to expect this level of professionalism from now on. You're a hard act to follow. At any rate, you raised the bar...well done." – Bruce*

*"Luv'd it. It was a super great presentation! Thank you George, you made it educational and personable. Wow, look how many members stayed on afterwards to ask questions!" – Sheila*

*"Really great job George! You all put SO much time and effort into these fabulous programs. No wonder people want to join GENCO." – Cathleen*

*"Great program! Very informative and then you brought it home with the connection to GENCO members." – Dave*

**MARCH 24, 2021 – 6:45PM**

**Featured speaker: Ben Papapietro – Papapietro-Perry Winery**

Ben Papapietro and a friend Bruce Perry began making wine in a garage more than 35 years ago. Like their grandfathers, they started making wine for the enjoyment of their families and friends. Later as their skills improved, they began making wines to sell commercially under the Papapietro-Perry label. Ultimately, they expanded to their present location among other wineries in the Timber Crest Collective just off of Dry Creek Road in Healdsburg.

It was through their common passions—cooking and wine—that Ben and his now business partner became fast friends. The two began to make wine as a hobby. He and his partner experimented with many varietals, but both found Pinot Noir to be their true passion. Ben's passion for pinots began when he began explored wines from around the world in his early twenties and he was smitten when he tasted vintages of Burgundies from 1956 and '57.



Today, Papapietro-Perry specializes in Pinot Noir and make a number of vineyards designates. They also make Chardonnay, Rosé of Pinot Noir, and a Zinfandel

After almost 30 years of winemaking, we still firmly believe in a minimalist approach—allowing the wine to express itself and reflect the growing season through the nuances that appear from vintage to vintage. For this to happen and to produce those great wines, it is vital to pay attention to every detail; carefully attending to every step of the winemaking process, yet always with a light hand. We don't over-extract or over-oak our wines. We give the wines the fermentation and aging environments that allow them to become exceptional—so we can smell and taste what the fruit has to offer us.

For the full experience, we suggest that participants purchase the two bottles of wine: a Russian River Pinot Noir and a Rosé of Pinot Noir that Ben Papapietro has recommended we taste during his presentation. They are not inexpensive, but we will get a 20% discount. The COVID-19 pandemic has had a major effect on our lives. The need for social distancing has greatly restricted our ability to travel and to interact with friends, family, and people in general. Most of us are facing the challenges of getting vaccinated and trying to get on with our lives as safely as possible. This has been a stressful and depressing time for us all. Maybe it's time to celebrate and unwind! For those of us who want to indulge, the wine package is \$84.50. We'll need to know if you're interested in the wine package by March 10<sup>th</sup> so we can purchase and distribute the wines.

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