



GENCO GAZETTE

September 2024

GENCO MEETS ON THE 4TH WEDNESDAY OF EVERY MONTH
SEPTEMBER 25, 2024 – 7:00 PM: MAYO WINERY
 Good Shepherd Church
 1402 University St. Healdsburg – downstairs in Gruenhagen Hall
OCTOBER 13, 2024 HARVEST PARTY
OCTOBER 23, 2024 : PISONI

**AUGUST 28, 2024:
 EXTENDED MACERATION**

Otis Holt, last month’s guest speaker, showed images of his vineyard and talked about his innovative trellising systems, and detailed his approach to winemaking.

Unlike most winemakers, he does not crush his fruit, but hand-selects each berry. Those that make the cut are then fermented intact. Yeast on the skins make their way into the opening made when the grapes were pulled from the stems, so fermentation takes place largely within the grape skins, producing a softer, rounder, and fruitier wine.

He then talked about his experience using extended maceration for making red wines, a time-honored technique of allowing wines after fermenting to remain in contact with skins, seeds, and spent yeast for up to a month. He’s found that his wines are noticeably better using this approach. In a nut shell, the process increases the extraction of tannins, while promoting the polymerization of tannin molecules into long chains. Even though there is more tannin in the wine, it is much less perceptible in the mouth.

To demonstrate the effect, we tasted 4 different red varieties he had made using the technique. They were noticeably soft, round, approachable, and with pronounced fruity notes.

Mary Lou Marek provided a variety of taste treats for the social gathering after the meeting for the enjoyment of members.

SEPTEMBER 25: JEFF MAYO MAYO FAMILY WINERY

Jeff Mayo is the President of Mayo Family Winery. He was born and raised in Santa Rosa and attended Piner High School. He graduated from USC where he majored in Real Estate finance. After graduation he worked as director of land acquisition for Lewis Homes for 6 years. In 1994 he moved to Paris for a year before returning home to work with his parents, starting Mayo Family Winery. The Mayo Family Winery has always focused on producing small batch Single Vineyard wines, with the goal of capturing the best expression of each varietal from the best local vineyards. Today, the Mayo Family Winery annually produces on average 5,000 cases, across multiple varietals.



Tom Jereb will be providing the appetizers for after the meeting.



3 GLASS MEETING

Don’t forget to RSVP!!! to Linda Hagen by August 25!
LHagen1@comcast.net

BARREL STEAMING

For the thirteenth year in a row, our friends at Moshin Vineyards let GENCO members bring their barrels and/or kegs for steam cleaning. 16 members used this tremendous service to get ready for a new vintage. Thanks to Kevin Holloway for organizing this.



VINEYARD TOUR

Thanks to the Willards for hosting and Joe Fernandes for organizing this event. 12 members were treated to a lengthy explanation of vineyard practices along with a tour of the vineyard itself. The tour was followed by a wine tasting and appetizers.

WINEMAKING BOOT CAMP

Bruce Hagen lead a 5 hour crash course in winemaking for GENCO members: John, Ken, Joel, Charlie & Diane got a total immersion in the fine art of making wine.