

# WINE CLUB

## NEWSLETTER

# Graziano Family of Wines

SUMMER (ESTATE) 2023

## The Big World of Vermentino

Vermentino is clearly one of the new, hot wine varieties in the world of wine. So much so, I read an article in a wine magazine that the Italians were thinking about trademarking the name so that no other wine producers in the world could use it on a label if the grapes did not come from Italy. Imagine what chaos that would create if the French did that with Cabernet or Chardonnay. Well frankly it is too late for that. In fact, some might say that Vermentino is in fact a French grape, which they call Rolle. There are many hypotheses where Vermentino originated. One theory is that in the 13th or 14th century when the House of Savoy ruled Piemonte, Liguria, and Sardinia, before Italy was even declared a country, they spread the grape to these places where today, more Vermentino is grown in France than Italy. However, the earliest mention of the grape appears to have been in the mid 1600's in the province of Piemonte where the variety was known as Fermentino. Scholars believe that the name may have been derived from vermene, a local dialect word describing the young, flexible shoots the variety processes or an etymology based on ferment, meaning to ferment, referring to the fizzy character of the young wine made from Vermentino. Many others believe Vermentino was brought from Liguria where it is known as Pigato from the dialect there meaning 'spotted' because of the appearance of the berries at maturity, or to Piemonte, where it is known as Favorita because it was a favorite variety for table grape consumption. It may have been transported to Sardinia from Piemonte by The House of Savoy when they took over rule on the island. This makes some sense to me for when I was in Sardinia in 2001, I also discovered some Nebbiolo wines there! Just



recently, Vermentino has also become a very important white grape variety in Tuscany, as I believe with a lack of really good white grape varieties there, it fills an important void. Getting back to France, Rolle is also an important grape because, like Tuscany, southern France and in particular Provence, it lacks quality white grapes. Here it is mainly used to as a blending grape to fruiten-up

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# GRAZIANO



## FAMILY OF WINES

Mendocino Wine Growers  
Since 1918

WINE CLUB EDITION



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*"I have enjoyed great health at a great age because everyday since I can remember, I have consumed a bottle of wine except when I have not felt well. Then I have consumed two bottles."*

— **Attributed to a Bishop of Seville**

[grazianofamilyofwines.com](http://grazianofamilyofwines.com)

## Wine Club Member: Frank Tansey



Frank Tansey, with wife Nancy

I met Frank Tansey and his lovely wife Nancy at an Old Wines Night. Everybody brings an old wine, and we very casually taste them and are amazed at some and others we sadly dump down the drain. Frank, with his impeccable taste, always brought the ones that everybody gave 1st place. He started collecting wines while in college and lost his entire collection in the 2017 Nuns fire. Speaking of college, Frank developed the Wine Marketing program at Sonoma State University, where he was also the Associate Vice President for Enrollment Services and the kicking coach for the football team. He is an authority on wines, and here's his Graziano Family of Wines story. — **John Reagh**

It was a family field trip to Hopland for olive oil that ended up with an introduction to the Graziano family of wines. My daughters commented that we needed more of the newly purchased olive oil nearing the bottom of the bottle. I searched online and found it was sold in bulk in Hopland, about an hour north of our home.

At the time, I didn't realize that olive oil would introduce me to one of my favorite wineries – Graziano. We jumped into the car with our empty olive oil bottles and headed north on the beautiful drive from Santa Rosa to Hopland.

Arriving at a winery at the south end of town, we tasted and filled several bottles with olive oil, thinking our field trip was finished. The kids were happy with our haul. Since we were in a winery, my wife and I wanted at least a taste of the local product. The wine was fine, and we chatted with the tasting room host. Having never been tasting in Hopland, I asked if there were any wineries we should visit while we were in town. "Oh, you should go to Graziano." "Never heard of it," I commented, but we were close, so what the heck.

That casual inquiry was one of the best questions I have ever asked. We packed back into the car, drove to the end of town, and found ourselves in the Graziano tasting room hosted by Bob Meadows, the then-tasting room manager. The first pour was an eye-opener, a delicious, well-made Italian white. We tied a few more whites, commenting on how interesting and delicious they were. The breadth of the offering was extensive but not as impressive as the quality of the wines.

Switching to reds, we knew we needed to be selective in our tasting. We dialed in on a few reds and were just as impressed. The quality was outstanding, and the prices were truly affordable. While the price was great, the wine was even better.

I have been involved in the wine industry from an early age as a member of the wine-tasting board for a large wine shop in Los Angeles and then as the person who founded the Wine Marketing program at Sonoma State University. I've enjoyed wine for a long time and was already putting an order together with my wife. The kids could enjoy the olive oil; we were going to focus on the wine.

Then Bob pulled out the Reserve Barbera for a taste. Really good wines on our list were pushed aside, and we updated our order. We left with more wine than planned but also were making our plans for a return visit without the kids.

Over the years, we have recommended that our friends become part of the Graziano family. Many have done so and are equally enthusiastic about the wines. We joke that Graziano wines were our first aid kit after the fires of 2017.

To this day, we continue to introduce our friends to the Graziano Family of Wines. — **Frank Tansey**

## JUNE 2023 Wine Selections



**Blend:** 90% Vermentino,  
10% Moscato Giallo  
**Cases Produced:** 450  
**Alcohol:** 13.5%  
**Total Acidity:**  
0.80 g/100 ml  
**PH:** 3.15  
**Residual Sugar:** 0.2% (Dry)

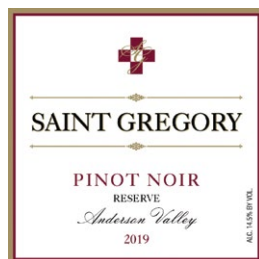
### 2022 Monte Volpe Vermentino

In 2006 when we purchased an old tree farm in Potter Valley at the headwaters of our beloved Russian River, we had a good idea that it was going to be a great place to grow many white grape varieties, especially Italian ones. With its high altitude, short season, rich soils, warm days and very cool nights, Potter Valley produces grapes with low pH's, high tartaric acids, and an abundance of fruity aromas and flavors. This is our 6th vintage of Vermentino. 24% of this wine comes from our Nube Bianco Vineyard in Potter Valley with another 66% being grown by Matt Ruddick in his Talmage Vineyard located in the eastern end of the Ukiah Valley. The final 10% of this wine is our Moscato Giallo, a wonderful, dry Moscato cultivar normally grown in north eastern Italy.

Vermentino is grown in several places in Italy and France. In Italy's Piemonte region it is called Favorita, in Liguria it is called Pigato, and in Sardinia and western Tuscany, Vermentino. It is grown in France on the island of Corsica and in the southern Rhone Valley where it is known as Rolle. It is a very aromatic and productive variety. The grapes for this wine were hand harvested on September 22nd to the 29th, 2022 at 22.0 brix, 0.85 titratable acidity, and 3.10 pH. After crushing and pressing the juice was cold settled then racked into French Burgundy oak barrels for fermentation and sir-lie aged without malo-lactic fermentation for 5 months before being bottled on March 10th, 2023.

The resulting wine is a dry and extremely aromatic wine with aromas and flavors of exotic flowers, peaches and tropical fruits. Clean, fruity, and mineral flavors are framed by great acidity and a long lingering finish.

Enjoy with grilled white fish covered with fresh fruit salsa or with shellfish pasta that includes clams, mussels, and scallops in a light white wine cream sauce.



**Blend:** 100% Pinot Noir  
**Cases Produced:** 220  
**Alcohol:** 14.6%  
**Total Acidity:**  
0.69 g/100 ml  
**PH:** 3.62  
**Residual Sugar:** 0.3% (Dry)

### 2019 Saint Gregory Pinot Noir Anderson Valley Reserve

The grapes for this Pinot Noir come from the Valley Oaks Vineyard located in the heart of the Anderson Valley. This vineyard receives all the benefits of its location; cool breezes from mountain passes that lead from the Pacific Ocean.

The grapes were hand-harvested on October 4th, 2019 at an average of 25.4 degrees brix. After crushing, 33% of the grapes were added whole-cluster to cold soak for 2 days before inoculation and fermentation. The must was punched down twice daily for 14 days to gently extract color, flavor and tannins. After a gentle pressing, the wine was racked into 25% new, heavily toasted, small French Burgundy oak barrels from the Vosges Forest. Here the wine was aged on the secondary lees for 36 months, egg white fined and then bottled on September 22nd, 2022.

Deep, dark garnet in color, this wine displays rich aromas and complex flavors of black cherry with hints of cola, rosemary and smoky, toasty oak. Balanced acidity, full-rich tannins, and a rich velvety mouth feel lead into a finish which is smooth and lingering. The structure is reminiscent of a great French Burgundy.

This Pinot Noir is perfect with roasted lamb with rosemary and garlic or grilled wild venison marinated in soy and ginger. Grilled Pacific coast salmon is also a wonderful food pairing with this Pinot Noir.



**Blend:** 100% Zinfandel  
**Cases Produced:** 1,800  
**Alcohol:** 15%  
**Total Acidity:**  
0.70 g/ 100 mL  
**PH:** 3.48  
**Residual Sugar:** 0.5% (Dry)

### 2018 Graziano Zinfandel

Our Zinfandel comes from 4 different old vine Zinfandel vineyards scattered throughout the benchlands and hillsides of Mendocino County. Old vine vineyards such as Ford, at 17%, which is grown in the eastern hills of the Ukiah Valley, the Eric Foster Vineyard, at 12%, which is grown on the benchlands of Redwood Valley, the old-vine Pacini Vineyard, at 27%, which is grown on the benchlands of the Talmage District, and the Tournour Vineyard, at 44%, which is grown on the western benchlands of Redwood Valley, grace this fine wine. The grapes were hand-harvested from October 15th through October 21st, 2018.

The grapes was crushed into open top fermenters with 3 days of cold soak, pumped over and punched down twice a day for 15 days. This wine was aged in French and American Oak barrels, with 10% new French Burgundy, for 36 months, and remained on their secondary sediments with no racking. 1,800 cases of the wine were bottled January 2023. This vintage displays a rich, dark purple garnet color and deep aromas of black cherry, boysenberry, plum, and spicy sandalwood with hints of toasty oak. Uplifting flavors of plum, black cherry cola, and a subtle earthiness combine to give this full-bodied Zinfandel a generous mouth-feel. Rich, full tannins and balanced acidity lead into a long, lingering finish.

This wine is a great match with grilled blue cheese burgers, grilled rib-eye steaks, or any wild game.

## Accolades

# WHAT OTHERS ARE SAYING

## THE WINE ECONOMIST

### All in the Family: Graziano Family of Wines

If Husch Vineyards is old by contemporary California standards, Graziano, founded in 1918, is positively historic and makes a point to honor its history in its wines. After 105 years as growers, Greg Graziano started making wine, too, in 1988. I think he realized his grapes were too good to let them disappear into other wineries' big vats. The wine family today includes four labels: Saint Gregory, Monte Volpe, Enotria, and Graziano.

The Saint Gregory wines exploit cooler vineyard sites and include Pinot Noir and Pinot Meunier. The Graziano wines, on the other hand, highlight the old vines planted by the family in warmer spots, including the California classic trinity of Zinfandel, Petite Sirah, and Carignane, plus a lovely Chenin Blanc.

The Monte Volpe and Enotria labels honor the family's Italian heritage with wines made from traditional Italian grape varieties such as Sangiovese, Vermentino, Negroamaro, and Aglianico (Monte Volpe) and Arneis, Dolcetto, and Barbera (Enotria).

Obviously, the wines are very different from one another, but they share a certain undeniable family resemblance that I characterize as "Italian sensibility." What do I mean by that? Well, Italian wines are just different, with their lifted acidity and the way they call for food to pair with them. Greg Graziano is the dean of Mendocino winemakers and I think the winery and its distinctive sensibility is likely to stay "all in the family" for decades to come.

Moscato Elevato 93 points — 93 POINTS



@proventus\_napa\_valley

"2019 Peppolino and a mushroom flatbread with @eatrenegade salami! Perhaps one of my favorite labels, this wine was a beguiling blend of Barbera, Dolcetto, Sagrantino and a myriad of other Italian varietals! It was redolent of savory, resinous herbs, sapid cherry fruits and had a satin-like mouthfeel that persisted with great freshness. In short, a perfect "pizza wine" and a wonderful nod to Mendocino's rich Italian heritage."

"Linear, energetic, poised and elegant are just a few descriptors that come to mind when tasting this Pinot-driven Brut rose from @graziano\_family\_of\_wines! First time trying bubbles from Potter Valley, and wow, this is some beautiful stuff. Hats off! If you're in Hopland, do yourself a favor and stop by for a tasting. The staff is incredibly friendly and they make a fabulous array of wines ranging from Chenin and Vermentino to Carignan, Zinfandel and many other Italian varietals."

# GFW Order Form

Wine	Reg. Bottle Price	Club Bottle Price	# of Bottles	Total \$
<b>SAINT GREGORY</b>				
Pinot Noir 2019	23.00	17.25		
Pinotage 2018	23.00	17.25		
Pinot Meunier 2021, (July 23 Release)	28.00	31.00		
Reserve Pinot Noir, Anderson Vly 2019	40.00	30.00		
Brut Rosé 2014, Sparkling Wine	50.00	37.50		
<b>MONTE VOLPE</b>				
Primo Rosso Lot-16	14.00	10.50		
Extra Virgin Olive Oil 2022, 375ml	17.00	12.75		
2022 Pinot Grigio	18.00	13.50		
2022 Vermentino	18.00	13.50		
2022 Ribolla Gialla	20.00	15.00		
2022 Greco di Tufo	20.00	15.00		
Negroamaro 2018	23.00	17.25		
Primitivo 2018	23.00	17.25		
Sangiovese 2019	28.00	21.00		
Aglianico 2019	40.00	30.00		
<b>ENOTRIA</b>				
Moscato 2022	14.00	10.50		
Dolcetto 2016	22.00	16.50		
Barbera 2018	23.00	17.25		
NV Moscato Elevato Fortified dessert wine, 375ml	35.00	26.25		
<b>GRAZIANO</b>				
Chenin Blanc 2022, (July 23 Release)	18.00	13.50		
Colombard 2022, (July 23 Release)	18.00	13.50		
Carignane Rosé 2022	18.00	13.50		
Zinfandel 2018	23.00	17.25		
Carignane 2018	23.00	17.25		
Petite Sirah 2018	23.00	17.25		
100th Anniversary Cookbook	25.00	18.75		
Zinfandel Reserve 2018	30.00	22.50		
Syrah Tawny Dessert Wine 2002 Fortified dessert wine, 375ml	40.00	30.00		
Coro Mendocino 2020	50.00	37.50		
Syrah Tawny Dessert Wine 2002 Fortified dessert wine, 750ml Wooden Box	100.00	75.00		

<b>Subtotal</b>		\$
<b>CA Residents - Add Sales Tax (7.875%)</b>		\$
<b>WI Residents - Add Sales Tax (5.0%)</b>		\$
<b>Add UPS or GLS Ground Shipping, packaging, and handling:</b>		\$
— \$30/cs Western States,		
— \$50/cs Middle America,		
— \$60/cs Eastern States		
<b>Total Amount Due</b>		\$

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Credit Card # \_\_\_\_\_ Exp. date \_\_\_\_\_

Signature \_\_\_\_\_



Come by and see us in Hopland for free tasting!

**Graziano Family of Wines Tasting Room**

John Reagh, Manager  
johnr@grazianofamilyofwines.com  
13275 S. Hwy 101, Ste 1  
P. O. Box 774  
Hopland, CA 95449

**Office**  
707-744- 8466 (VINO)

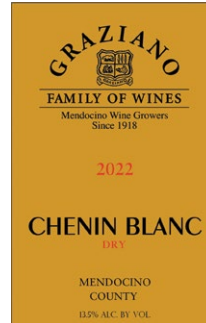
**E-mail**  
info@grazianofamilyofwines.com

# NEW Releases!



We have been producing Moscato for over 30 years which makes us one of the oldest producers in California of this classic sweet wine. This has always been our most popular white wine and is from our Nube Bianco Vineyard in Potter Valley. As good as any Moscato from anywhere in the world, this perfectly balanced sweet wine exhibits wonderful sweet fruit aromas of tropical fruits, freesia flowers, and very ripe peaches. Tank fermented in stainless steel with the fermentation stopped to preserve its natural sweetness, this is a wine for all seasons; perfect to sip on its own or with prosciutto and melon, fresh fruit, Key Lime pie, classic Italian Biscotti, or just lounging in the hot tub.

2022 ENOTRIA  
Moscato



Our 19th vintage of Chenin Blanc from the 50+ year-old Heil Vineyard. Barrel fermented and sir-lie aged for almost a year, this wine combines the minerallaced, steely acidity and structure of a classic Loire style wine, with the rich, creamy texture, and roundness, but with the fullness of fruit of a California wine. Aromas of wet stone, peaches, pear, and citrus all coming in this racy, complex wine. Enjoy this Chenin Blanc with shell fish pastas in a white wine cream sauce, roasted free range chicken, or grilled halibut. Now for your full enjoyment, you don't need a cork screw because it is under screw cap! Only 200 cases produced.

2022 GRAZIANO  
Chenin Blanc



We are one of the largest and oldest producers of this wonderful Champagne grape variety. Pinot Meunier, another Pinot Noir mutation like Pinot Blanc and Gris (Grigio) but with dark purple colored clusters and white hairlike texture on the leaf underside. Grown in our Nube Bianco Vineyard, this wine was aged for 20 months in 100% French Burgundy barrels, of which 20% were new. Lovely aromas and flavors of ripe berries, cherries, and toasty oak nuances burst in your mouth, which lead to a round, ripe texture and a clean, robust finish. This makes a perfect pairing to rich soups, grilled fish, French fare, or just on its own. Only 160 cases produced.

2021 Saint Gregory  
Pinot Meunier



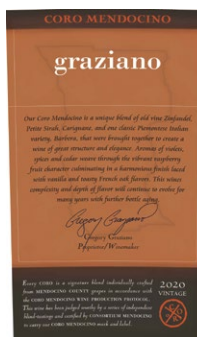
Produced from one of only 3 old-vine Colombarid vineyards left in Mendocino. At one point, Colombarid was one of the largest planted white grape varieties in the county as well as one of the most versatile, like Chenin Blanc, which is one of its genetic parents. It makes great sweet wines, dry white wines, and is the perfect cuvee for brandy and other distillates because of its great natural acidity. The grapes were grown in the Ukiah Valley alongside the Russian River on rich loamy soils which helped create a wine that offers fresh fruit flavors and aromas of ripe Bartlett pears and Red Delicious apples. Only 326 cases produced.

2022 GRAZIANO  
Colombard



Grown in our Vincenzo Vineyard this wine is produced from our 85+ year-old Carignane vines. This wine is 100% barrel fermented and sir-lie aged for four months in neutral French Burgundian barrels which has created a beautifully light pink colored wine with fruity flavors of strawberry and watermelon and aromas that lead to a crisp, clean, and refreshing finish. This makes a wine perfect with light soups, fresh shellfish, or anything alfresco. Only 200 cases produced.

2022 GRAZIANO  
Carignane Rosé



Always one of our greatest wines, this Coro will not disappoint. 50% of this wine comes from our cousins of the Tournour Vineyard, which is grown in western benchlands of Redwood Valley. The remainder of the wine is 17% Petite Sirah, grown in the western hills of Redwood Valley on shallow red clay soils, 16% of 85+ year-old Carignane from our Vincenzo Vineyard, and the remaining 17% from our Barbera, which is also from our Vincenzo Vineyard grown in the white sandy clay soils. Dark purple-garnet in color, this wine has complex aromas and flavors of black plums, leather, and dusty cherries. Moderate acidity and ample tannins lead into a complex, well structured, long-lasting finish. This is a great wine to be served with grilled meats, braised short ribs or sharp, hard, well aged cheeses. Only 200 cases produced.

2020 GRAZIANO  
Coro Mendocino

# News from the Tasting Room



Bella Graziano at Ambience

## There's a new experience you can enjoy in your life.

Picture yourself immersed in happy conversation, lots of laughing, delighting in your new favorite Graziano wine, all this while Bella Graziano performs her magic cosmetology. You'll be totally relaxed and so pleased with your reflection! You and your hair will look and feel beautiful. So, treat yourself to a beautiful, scenic drive to happy Hopland and find out why our new favorite experience is called **Ambience** and Bella is living up to her name.

Ciao Bella, — **John Reagh**



*A parent's perspective.*

Trudi and I are so happy that both of our children have found purpose in their life's work. We have been from the beginning so happy that Alexandra decided to work with us in the wine business. Our youngest daughter Isabella chose a different path. These two daughters couldn't be more different. Alexandra was kind-of-a "Tom Boy", loving being outside and didn't mind getting dirty, kind of like her father. Bella was definitely different. She was more into fashion and liked getting all "dolled-up", kind of like her mother. After sending Isabella to the Paul Mitchell school of cosmetology in Sacramento, we realized she was on her way to a great career. After several years making women more beautiful at a local Ukiah salon, Isabella decided she wanted to go into business for herself. Ironically, the room next door to our tasting room, which was at onetime our tasting room, was available for rent. After much improvement to the room, Bella turned her dream into reality. Trudi and I couldn't be happier to now have both of our children close by. Happily, like her sister, she is really good at her job. So, if you want a great hairdo (sorry men, women only) and a great glass of wine, venture to Hopland.

— **Greg Graziano**



## Article

# Rantings from Alexandra: Buffalo Bones and Wine, Some History

In the midst of the current “natural” and “clean” (careful using that term, the feds are disliking its ambiguous nature) wine trends, I find myself looking to history. Us bipedal hominids have been trying to manipulate the world around us for... well, forever, especially when it comes to food and consumables. Humans have been playing with their food for centuries, from smoking meat, the addition of salt and spices, to coloring wine in 300 BC. In fact, our ability to preserve food for long lengths of time is one of many aspects that have propelled us to our current heightened conscious state. Amidst all this, I find a kind of poetic irony in the movement back to more organic and natural foods, especially when the rest of our lives seem to center around a boom of technological advancement. I don't see many people giving up their smart phones for flip or rotary ones. Don't get me wrong, for the most part I prefer my foods as unadulterated as reasonably possible but for me, wine is a grey area. But I digress. More on that later.



It's no secret that humans have been taking advantage of our natural world since the beginning of time. In the past, when our knowledge of the fragility of species and ecosystems was less, we were responsible for the extinction of quite a few organisms, from passenger pigeons to Tasmanian wolves. Bison just about made that list due to market hunting for their tongues and hides and the history of their slaughter I consider a black mark in American history. Due to the massacre of the bison and others, Theodore Roosevelt enacted the Pittman-Robertson Act in 1937 to help prevent horrible atrocities like this one.

(Now, let me side note with this. I am an advocate of responsible hunting. I partake in it and find it to be very rewarding because I find factory farming to be highly problematic. Regardless, it should be known that hunters pay an extra 10-11% tax from firearms, ammunition, and archery equipment. This money along with other taxes taken from fishing equipment and boat fuel pays into the Federal Aid in Wildlife and Sport Fish Restoration Act aka the Pittman-Robertson Dingell-Johnson/Wallop-Breaux Act which helps fund our National Parks, wildlife refuges, biologists, ecologists, and so much more. Outdoors people like myself paid over \$1.5 billion in 2022 into that fund. Yes. Billion with a B. When was the last time you donated to your parks? I recommend it, it feels great!)

Back to it... In the late 1870's, before Roosevelt came along, around 2 million buffalo were killed every year, eventually leaving the buffalo at their lowest numbers, around 325 individuals in the entire US in 1884. There's a wonderful book called American Buffalo: In Search of a Lost Icon by Steven Rinella, which details the history of our Bison while weaving in his own. Rinella mentions that when the hide hunters killed buffalo, they left the skinned-out carcasses behind to decompose. Eventually the bones were the only parts left, leaving clean, white, and brittle reminders of the buffalo littered across the US. Being resourceful, makers of fine bone china started to buy scavenged bone, which they burned to ash and added to ceramics. The bone ash would add a translucency and whiteness that would compare to imported Oriental china. But – who knew that sugar, wine, and vinegar producers were large consumers of buffalo bone ash as well. Wineries and vinegar plants had been using wood ash to neutralize acids and clarify their products, but bone ash did a better job of making wine and vinegar less cloudy and less acidic, which was much appreciated in the olden days of wine. (The largest consumers of buffalo bones were the fertilizer companies.)

I had no idea that buffalo and wine had any history together, which makes me admire today's technical advancements and our native buffalo even more. Today, we get to clarify our wine with bentonite clay or egg whites and cellulose filter pads instead of buffalo bone ash. I'm not opposed to a majority of additives in wine, as they are either natural, filtered out, or mild preservatives like Sulfur (first added by the Romans). Sulphur dioxide, maligned by organic wine, I find critical in reasonable amounts because I want our wines to age for many years. Drinking older red wines is one of my great pleasures in life, so I do what I can to encourage graceful aging in our wines.

Think that was all strange? Next time I'll be writing about the Greeks addition of psychedelics to wine, and it's supposed ties to the rise of Christianity and western religion.

“If you can go and find God in a glass of wine, what do you need the priest and the bishop for?” - Brian Muraresku

May the Buffalo roam and your wine be great! **—Alexandra Graziano**





## JUNE

- **10th - Wine Club Pick Up Party**, Hopland CA
- **10th - Second Saturday**, Hopland CA
- **17th - Winery Open Houses Tasting**, Redwood Valley, CA

## JULY

- **TBD - World's Largest Salmon BBQ**, Fort Bragg, CA
- **8th - Second Saturday**, Hopland CA
- **29th - Mendocino Music Festival**, Mendocino, CA

## AUG

- **5th - Art in the Gardens Botanical Gardens**, Fort Bragg, CA
- **12th - Second Saturday**, Hopland CA
- **12th - Graziano Winery BBQ**, Redwood Valley, CA

## Feature Article

The Big World of Vermentino, (continued from page 1)

(a new word I created), Bourboulenc, Grenache Blanc, Carignan Blanc, and Marsanne. It is also used in many rosé blends in Provence like the famous Whispering Angel, where it adds a fruity component to the wine. Here in America, there are now no less than twenty producers. Grapes are grown in Lodi, Napa, Sonoma, Napa, Paso Robles, Temecula, the Sierra Nevada foothills, and of course here in Mendocino. We also sell grapes to several other wineries in Humboldt, Mendocino, and Napa counties. In other areas of the USA, it is also grown in Texas, North Carolina, and Virginia. Vermentino also has a stronghold in Australia, where there are as many as fifteen producers. Of all the Vermentinos in the world I believe we produce one of the best. With our barrel fermented, sur-lie regime we employ and the small inclusion of a very small amount of the eastern Italian variety which is used to make dry aromatic wines, Moscato Giallo, we produce a very floral, rich wine with clean flavors of fresh fruits and a crisp bright finish.

So, twist off that cap and pour yourself a glass of heaven.

—**Gregory Graziano**



The **Next Wine Club Shipment** will be in **September 2023** and will feature:

**2020 Enotria Dolcetto**  
**2020 Graziano Coro Mendocino**  
**2022 Monte Volpe Pinot Grigio**

**Please contact us with any address, email or credit card changes.**

(Subject to change)

## Recipes

# Pistachio Cookie Bars with Mascarpone Cheese Frosting

SERVES 4

## BACKGROUND:

Brought to Sicily by the Moors, pistachios are loved by Italians. For some reason, we never had a great pistachio dessert in our repertoire. That changes now. We gleaned this recipe from some internet sleuthing and made some changes to make it more Italian and more from scratch. It's fairly easy, the only special equipment you need is a food processor.

## METHOD:

In Georgios's recipe he makes his Heat your oven to 350 degrees F. In a food processor add ½ cup pistachios. Chop into small chunks and set aside in a bowl. Add another ½ cup of pistachios to the food processor and chop into a fine, granular dust. Add 3 tbsp. milk and chop in the food processor to help form a paste. Set aside.

In a large bowl combine, flour, sugar, baking powder, powdered milk, and cornstarch. Give it a quick mix. In another bowl, combine egg, melted butter, vegetable oil, ½ cup milk, vanilla, and pistachio paste. Give a quick mix. Mix the egg mixture into the flour mixture until combined. Stir in chopped pistachios, saving some, about 2 tablespoons, to use as topping.

Spread the dough into a 9"x13" pan. Bake for 20 or so minutes, until the edges start to turn brown and the middle is set. Remove from oven and let cool to room temperature.

For the frosting: in a large bowl, mix together the mascarpone cheese, butter, and vanilla. Slowly beat in the powdered sugar until it is smooth and fluffy.

Spread the frosting over the cooled bars and sprinkle with the remaining chopped pistachios.

Cut into small bite size squares.

**Enjoy!**  
—Trudi & Alexandra Graziano



## INGREDIENTS:

### Cookie Bars:

- 2 cups flour
- 1 cup sugar
- 1 tsp. baking powder
- ¼ cup powdered milk
- ¼ cup cornstarch
- 1 egg
- ½ cup butter, melted
- ¼ cup vegetable oil
- ½ cup + 3 tbsp. milk
- 1 tsp. vanilla
- ½ cup pistachios, chopped
- ½ cup pistachios for paste

### Mascarpone Frosting:

- 4 oz. mascarpone cheese
- 3 tbsp. butter, softened
- 2 tsp vanilla
- 3 cups powdered sugar





Greg Graziano in Cleveland



# Greg's Two Cents

The wine broker, another unsung hero of the wine business

There are probably more jobs connected to the wine business than any other that comes to mind. From growing the grapes, to making wine, and finally selling the wine, there couldn't be any three different tasks in one business that are more different but so interconnected. As someone lucky enough to do all three, I think one of the hardest is selling the wine. Remember, there are well over 300,000 different wines and labels in the world and they all want to be here. What would it be like if you had to choose from that many different kinds of mayonnaise? After making wine for many people through the years, whether they were winery owners, negociants I sourced wine for, or custom crush clients who I made wines for, most all fail in the final step of owning a wine business, which is selling their wines. When you make as much wine as I do you need national distribution to sell all the wine you produce. Even myself, who has done this most of my life, run into roadblocks like trying to find a distributor in a certain state or market. There are a ton of distributors in this country, many large ones, many small ones, and medium sized ones. I love all my distributors, but through the years I have called many of them, "gypsies, tramps and thieves", from the Cher song of the same name. Finding that perfect combination of a distributor that can sell the wines, manage your inventories, and eventual pays you, can be like finding a needle in a hay stack. In reality most distributors have more wines and brands than they can reliably sell. Through the 45 years that I have been selling wine I have had distributors in every state except Alaska, Arkansas, Mississippi, and North Dakota. I have been fired by several, I have fired several, many have gone bankrupt or just decided they weren't going to pay me. If a distributor owes you less than \$5,000 you will waste more money on lawyers than you will ever recover. I have had companies with 3 sales people that could sell more wine than ones with 30! When it comes to selling wine, I guess you can say I've seen it all and done it all. Right now, we sell wines in about 25 states and in 4 counties other than our own. It is truly a magical combination when you find a distributor who places your wines in a combination of good restaurants and fine wine shops and also eventually pays you.

One of the unsung heroes in the wine business is the wine broker. Being a wine broker can be a very multi-faceted job. Like wine distributors, I have been through a few over the years. Wine brokers serve many purposes for a winery. If you are not large enough to hire a national sales manager or regional managers your only option is to hire brokers. Some represent the entire country or represent certain states or regions. Brokers usually earn between 10% to 15% commission and get paid once I do. In my opinion a really good broker is a combination of a secretary, a foot soldier, and a general. The number one job of a good broker is to find you a good distributor who is compatible with your winery. They are a person that has good repour with the owners and with the sales staff of the many distributors they represent. A good broker also has many relationships with the buyers of stores and restaurants. They schedule sales meetings with the distributors and the sales staff. They familiarize them with the wines and the winery. The old-school brokers also ride around with the sales staff to show your wines with the accounts who they may have a relationship with to purchase the wine. Several of my brokers also take my wines around to accounts and sell the wines without the distributor's sales staff. Remember, the more wine they and the distributors sell, to more commission they make. Because payments from some distributors can be an issue, some of my brokers will also go to the distributors and request payment because again, if I don't get paid neither do they. Remember, if you don't sell your wine and get paid for it, you can't afford to make more!

Ciao, – **Gregory Graziano**



Greg and Corey Lahm

