

FAMILY OWNED SINCE 1927



PEDRONCELLI

Some Great Tastes That Are Bargains, Too

By PEG MELNIK | THE PRESS DEMOCRAT, 02/11/2015

The everyday wine drinker loves a brand that over-delivers, one that's surprisingly good for the price — a "find." It tastes like a Ferrari, but has the price tag of a Hyundai. The following brands have been "palate tested" in the Press Democrat's wine-of-the-week tastings, revealing themselves to be standouts with a consistent track record. Keeping in mind the daily (budget minded) wine drinker, the Pedroncelli Winery tries to keep its prices around \$20 and under.

The late John Pedroncelli understood the cost-conscious, everyday wine drinker. He relished producing wines priced at \$20 and under. "John liked the simple things in life and always enjoyed

wine with his meals," said niece Julie Pedroncelli St. John, vice president of marketing of the Geyserville winery.



John Pedroncelli

"He wanted everyone to be able to enjoy wine with their meals, too. It's easier to do that at \$20 and under, rather than \$60 and above."

In the 1950s, Pedroncelli Winery sold its wine for \$1 a bottle. While the price has increased over the years, the family still tries to keep pace with the daily

wine drinker. Most of its current bottlings are \$20 and under. "Owning our land and buildings definitely impacts our pricing decisions," Pedroncelli St. John said. "Careful and conservative investment over the years allow us to maintain our pricing. Bottom line is

we're not an extravagant family. We own 180 acres of land total, with 105 planted to a variety of grapes." Pedroncelli, who died in January at age 89, knew the benefit of over-delivering and kept it a family tradition, said St. John. "My grandfather (Giovanni Pedroncelli) began this business via word of mouth with his social network, so to speak," she said. "Today is the same. People are excited to find high quality in wines that are so reasonably priced and love to share their 'find.'"

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