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## Vintage support: Mallow Run offers special wines th arts

By [RYAN TRARES](#)

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First Posted: January 09, 2013 - 7:34 pm

Last Updated: January 09, 2013 - 7:37 pm

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**Photos:**



Sarah Smith pours Marty and Cindy James of Plainfield a sample of Pinot Grigio from the Impression series a special wine to raise money for the Greater Greenwood Arts Council Friday, Dec. 7, 2012, at Mallow Run Winery in Bargersville, Indiana. Scott Roberson / Daily Journal



Pinot Grigio from the Impression series a special wine to raise money for the Greater Greenwood Arts Council Friday, Dec. 7, 2012, at Mallow Run Winery in Bargersville, Indiana. Scott Roberson / Daily Journal

The winemakers of Bargersville's Mallow Run Winery consider their merlot, zinfandel and cabernet to be works of art.

Crafting a bottle of wine requires a keen eye to harvest only the best grapes. Hours of preparation, barreling, tasting and packaging go into each bottle. Only a skilled expert can bring those elements together into a successful vintage.

But a new project aims to use Mallow Run's creative talents to bolster other artists in the community.

Mallow Run Winery has unveiled an initiative to help support the arts in Greenwood. Special editions of its wine will be marketed under the "Impression" line, which will have special labels designed by local artists.

A portion of every

bottle sold will be donated to the Greater Greenwood Arts Council. The hope from both local artists and Mallow Run winemakers is to create more opportunity for creative efforts on the southside.

The partnership gives the arts council a steady source of income, which will allow it to plan more regular events and do more for local arts, council president Jim Stockman said.

"We're an all not-for-profit, all-volunteer organization, so this gives us freedom we've never had before," he said. "We could hold seminars for grants or dedicate it to future art projects. This could help so much."

The idea to pair their wine directly with the arts stems from Mallow Run's long relationship in the local creative community, said Sarah Smith, marketing director for Mallow Run. Co-owner John Richardson is involved in organizations such the Johnson County

**If you go**

**What**

Greater Greenwood Arts Council concert, including a performance by Time for Three, a self-dubbed "classically trained garage band" from Indianapolis

**When**

7 p.m. Feb. 21

**Where**

Community Church of Greenwood, 1477 W. Main St.

**Cost**

Free

**Impression wine**

**What it is**

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Museum of History and singing group the Voices of Franklin.

His son and daughter-in-law, Bill and Laura Richardson, perform in the Carmel Symphony Orchestra. Laura Richardson serves on the board of the Greater Greenwood Arts Council.

The winery has played host to arts benefits. But this is the first time their products have been tied directly as a fundraiser. Laura Richardson was brainstorming ways to continue supporting the arts council and decided a special wine would be a different idea, Smith said.

"They have an all-around support of the arts," Smith said. "They wanted to do something to combine the winery in support of the arts council."

The Impression line will be a limited edition wine, with single batches released each year. Mallow Run has plans to rotate the varieties included in the line, depending on its own harvest and the grapes available, Smith said.

For the opening version, winemakers chose a pinot grigio with hints of ripe peach and pear to it. The wine pairs well with grilled fish, as well as a more adventurous taste such as spicy chicken enchiladas.

An unspecified portion of every bottle sold will go the Greater Greenwood Arts Council, Smith said.

The council is charged with helping promote local arts and art awareness in the Greenwood ; comes through large-scale projects, such as the abstract sculptures that line the Polk Hill Tr

Events such as ArtsAlive! brings the public together for a day to experience the visual, perfo arts. Residents could learn cartooning, listen to a concert by violinist Diane Smith and tour t Southside Art League.

To help decorate the bottle, then, it made sense to have local artists submit original work, S

Mallow Run conducted a contest asking for submissions. In the end, they chose a painting b resident Patty Coulter. The vivid green and red painting is called "Indiana Coneflower" and d flower.

The decision to submit that particular painting was made just before the contest closed, Cou looking through her work for something that would fit the theme and idea behind the wine. ́ looked at it, the more she thought "Indiana Coneflower" was ideal.

"It's just so 'Indiana,'" Coulter said. "The winery is in the country, in a big, old barn. It all se together."

Her original painting was auctioned off at a gala event in December to Greenwood resident F painting has been donated to the Greenwood Public Library to start an art-lending program.

Mallow Run plans to keep the Impression line running for the next few years, Smith said.

From an artist's perspective, the partnership will serve as a boon for Greenwood's reputator art-friendly community, Coulter said.

"Greenwood really needs something like this. We're an up-and-coming city, and we need to about art and promoting it in the city," she said.

A limited edition pinot grigio marketed by Mallow Run Winery in Bargserville.

#### **Description**

Rich flavors of ripe peach and pear and a lingering finish of refreshing grapefruit. Pair with grilled fish or with spicy chicken enchiladas.

#### **Where to get it**

Bottles are available at Mallow Run, 6964 W. Whiteland Road, Bargserville

#### **Why to buy it**

The release of the wine is in partnership with the Greater Greenwood Arts Council. A portion of proceeds from the sales of the wine will go to support the arts council.

#### **About the arts council**

The Greater Greenwood Arts Council promotes local arts and art awareness in the Greenwood area.



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