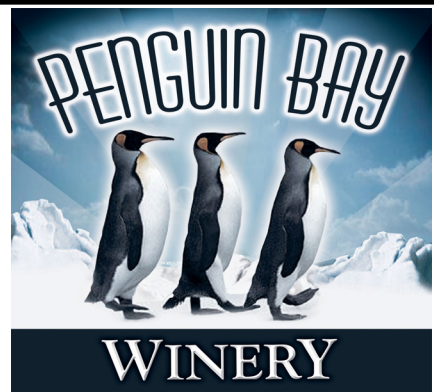


Goose Watch



Winery



MAY 2011

Wine News You Can Use!

HAPPY BIRTHDAY SWEDISH HILL

Not only is May special for being "Riesling Month," but it marks 25 years for us at Swedish Hill. Dick and Cindy Peterson (my Mom and Dad) opened the winery in May of 1986 with an initial production



Tasting Room Today

of 5 wines totaling 1200 cases. It sure looked like a lot of wine to us back then, but our tiny tasting room with a tasting bar that was only about 6 feet long was able to sell that first vintage out by the end of the year. Things sure have changed over the years as Swedish Hill now produces over 60,000 cases of 30 different wines (not counting our Goose Watch or Penguin Bay brands). Our original tasting room later became the winery lab and currently is our prep kitchen for events at the winery. The original bottling room and warehouse (sounds bigger than it was) is now our em-



Tasting Room, 1988

ployee exercise room! The wine production area now has sprawled to include 4 different buildings, not counting our warehouses.

Now in business for 3 generations, Swedish Hill is proud to produce some of the most award-winning wines in the region. Swedish Hill's most amazing achievements include 3 "Governor's Cups" (The highest award that can be given to a New York State wine) in 1994, 2008 and 2010. Swedish Hill also won "Winery of the Year" in 2008 at the New York Wine & Food Classic Competition.



On Saturday May 14 from 12pm-5pm, we are hosting our 25th Anniversary Party with live music by "2 Hour Delay" (acoustic rock/blues), a personalized vineyard and winery tour that ends with a barrel tasting at 2pm (by reservation only. To reserve call 315-549-8326), a



barbecue and homemade ice cream by Cayuga Lake Creamery. Sometimes getting older isn't such a bad thing!

FEATURED WINE OF THE MONTH

Swedish Hill Riesling Cuvée



This "blast from our past" returned to the shelves (for a short time) last year and won the Governor's Cup for the top NYS wine within a couple of weeks of its release. This cool and crisp semi-dry sparkling wine is back just in time for the "May is Riesling month" promotion and is a real head turner for its beautiful new label and once that grabs your attention, the beautiful pure Riesling aromas and flavors will keep you coming back for more. We first made this sparkling wine for the millennium and ceased production when there was a Riesling shortage in the next 7 or so years that followed. With lots of new plantings of Riesling throughout the Finger Lakes, Riesling is back in good supply and we have a good supply for this year. While this wine is a great value sparkling wine at any time, now is an even better time to buy it with special pricing in May through Empire Merchants North.

May Specials

Swedish Hill: Dry Riesling, Riesling Cuvée (sparkling), Doobie Blues and Doobie's Jack Ass Red, Viking Red and White

Goose Watch: Snow Goose and Red Fox

Penguin Bay: Riesling