

**JANUARY
2010**

Swedish Hill Winery

GOOSE WATCH WINERY

Penguin Bay Winery



Wine News You Can Use!

New Sparkling Wine Labels for Swedish Hill

Remember when our Swedish Hill labels had exactly the same design for all our products? The last of the wines still bearing the gray label with the flag and the SH lettering was still hanging around with our sparkling labels. We have finally upgraded the look of these wines as well, as they now have the elegant look they deserve. Our new look hits the shelves first with the deliciously dry 2003 Brut, a Pinot Noir Chardonnay blend that has spent 5 years in tirage and is just as creamy, toasty and complex as practically any of the much more expensive options from the Champagne region. Following the Brut will be the Blanc de Blanc (fresh and fruity semi-dry sparkler made from Cayuga White, then the sweet and exuberantly fruity Spumante Blush and finally the Naturel (dry Chardonnay Cayuga White blend that has won 8 gold medals in the past year!).



Featured Wine of the Month: Goose Watch Red Fox

One of our hottest selling and fastest growing wines in 2009 was our Goose Watch Red Fox. Anyone who thinks that sweet and fruity red wines are not what the customer wants needs to take a look at the success of this category and the remarkable growth of a number of New York State wines in this style (including our Swedish Hill Svenska Red). Red Fox is a silky smooth sweet red blended from primarily from Rougeon and Isabella. The unique blend of these grapes leads to a grapey tasting sweet wine that is quite different from traditional Concord and or Catawba blends that are used by most other area wineries, in that Rougeon and Isabella both contribute distinct berry-like flavors. The slick looking package uses a shrink sleeve technology instead of a traditional paper label giving the appearance of a black bottle with a sly looking red fox on it. If you do not already have Red Fox on your shelves, January is a great time to add it with special pricing from Empire Merchants North!



JANUARY SPECIALS

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

Goose Watch: Snow Goose, Red Fox, Cabernet Franc Ice

Penguin Bay: Tuxedo Red and Tuxedo White