

**MAY
2010**

Swedish Hill Winery

GOOSE WATCH WINERY

Penguin Bay Winery



Wine News You Can Use!

Goose Watch Rebate Program

GOOSE WATCH WINERY Mail-In Rebate

\$2 OFF purchase of 750ml bottle or
\$3 OFF purchase of 1.5L bottle

DIAMOND or RENAISSANCE RED.
SAVE UP TO \$24!



Valid 5/1/10-10/31/10
(Rebate Shelftalker pictured above)

We are now running our first ever rebate program, featuring two of Goose Watch's most popular wines, Diamond and Renaissance Red. There is a \$2.00/bottle rebate on either wine in 750 ml size, or \$3/bottle on the new 1.5L Diamond, with a 1 case maximum. Rebate forms, rebate shelftalkers and rebate case-cards are available through your Empire rep or through one of our reps. Contact either your Empire rep or one of our reps for more information. This program will run through October 31, 2010.



May is when the Finger Lakes reminds the world that Riesling is our signature grape, and that Finger Lakes Rieslings are unparalleled for quality and value. All 3 of the Swedish Hill Rieslings are multiple gold medal winners (all from the 2008 vintage), and the Penguin Bay Riesling has now won 6 golds! The 2009 vintage is coming soon and promises to be even better than the great 2008's. Most of our Rieslings are featured with special pricing discounts in May through Empire Merchants North..

Featured Wine: Snow Goose

Snow Goose has grown to be one of our most popular Goose Watch whites, second only to Diamond. This semi-sweet white is known around the winery as our version of "fruit salad in a glass!" Snow Goose is a bright, clean and refreshing white blend of Cayuga White, Traminette, Vignoles and Muscat that has 5% residual sugar, but has the bracing acidity to balance it. This is a great white for summer and is a featured special in the month of May through Empire Merchants North. The striking blue bottle with a silk-screened white label featuring a snow goose on the front is also an attractive package that stands out on the shelf. Gold Medal winner at the 2010 Pacific Rim International Wine Competition in Ontario, California.



Awards

Since our last newsletter, we continued our string of successes on both the west and east coasts. At the Monterey Wine Competition in March, Swedish Hill's 2008 Cayuga White and 2008 Vidal Blanc won gold medals. At the Pacific Rim International Wine Competition in April, Swedish Hill took home a whole bundle of awards including "Best of Class" and gold medal for our 2008 Vidal Blanc and gold medals for Naturel, Blanc de Blanc and 2008 Marechal Foch. Goose Watch also nailed some great awards at Pacific Rim including "Best of Class" and gold medal for 2008 Pinot Grigio, "Best of Class" and gold medal for 2009 Melody, "Best of Class" and gold medal for Snow Goose and gold medal for 2007 Finale White Port. Penguin Bay took home a gold medal for its 2007 Rose of Chambourcin.



Locally, Swedish Hill and Goose Watch did remarkably well at the Golden Nose Wine Competition at the New York Wine and Culinary Center in late April. Goose Watch won "Best Cabernet Sauvignon" for its 2007 Cabernet Sauvignon and gold medals for 2008 Viognier, 2007 Finale White Port, Classic Cream Sherry, 2007 Lemberger and 2008 Traminette. Swedish Hill won gold medals for 2008 Dry Riesling, 2008 Riesling, 2006 Optimus and 2009 Cayuga White at the Golden Nose Competition.

MAY SPECIALS

Swedish Hill: Blue Waters Chardonnay, Dry Riesling, Riesling, Viking Red, Viking White, Doobie Blues, Jack Ass Red

Goose Watch: Diamond (1.5L), Snow Goose, Red Fox, Pinot Grigio

Penguin Bay: Surfside Chardonnay, Riesling, Gewürztraminer