

WOLLERSHEIM WINERY NEWSLETTER

June/July 2009



Prairie Fumé Picnic Days

Saturday & Sunday ❖ June 20 & 21
11:00 am - 3:00 pm

Kick-off summer with a picnic at the winery!

Gather your family and friends, pack a picnic lunch, bring a picnic blanket or chairs, and plan to share time together enjoying simple pleasures - hillside vineyard views, wine tasting, live music, and more...

Wine & Food

- ❖ Wine Tasting - Along with our wine of honor, the Prairie Fumé, we will feature our Prairie Blush, and Prairie Sunburst Red, all perfect for picnics.
- ❖ Wine - Available to purchase by glass or bottle.
- ❖ Food & Beverages - A few snack food items, plus non-wine beverages available at the Wine Bar.
- ❖ Celebrate Prairie Fumé's 20th Anniversary with a special toast held outside each day at 1:00 pm.

Family Adventure


- ❖ Scavenger Hunt - With a chance to win a Prairie Fumé Picnic Basket, our "hunt" is a fun way to explore the winery from the outside!
- ❖ Craft Area - Create projects from corks, screw-caps, and other supplies.
- ❖ Live Music - Relax with music by Enfuego playing 11:00 am - 3:00 pm in outdoor Eagle Shelter.
- ❖ Prairie FuMoo - View our hand-painted cow from the Wisconsin CowParade.

Other Notes

- ❖ The outside self-guided "Scavenger Hunt" takes the place of our regular tours during this event.
- ❖ Please no grills, no pets, no carry-in beverages.
- ❖ Kehl Road and courtyard are closed off to traffic.
- ❖ For case purchases, our Pick-up Building will be open until 5:15 pm.
- ❖ Event is Rain or Shine. A few of our tables have umbrellas, but feel free to bring one, for rain or sun!

Wondering what to bring? - See Page 4


"We take pride in producing (fermenting the grapes into wine) all Wollersheim wines at our winery in Prairie du Sac, Wisconsin."




Domaine Reserve 2007
Robust, full-bodied most age-able red from our steepest slopes. Traditional fermentation brings out spice & berry flavors; barrel aging enhances depth & finesse.
\$20.00 • 19.75 • 19.50



Domaine du Sac 2007
Estate-grown, medium-bodied dry red, our Beaujolais-like wine, with overtones of raspberries & dark cherries.
\$12.00 • 11.75 • 11.50



Chardonnay 2007
Rich and classy dry white with aromas of basil, vanilla and spice. The finish is creamy with highlights of French oak. An outstanding Chardonnay!
\$14.00 • 13.75 • 13.50



Pinot Noir 2007
A grand, elegant dry red with aromas of bay leaves, eucalyptus, and black currants. Aged 11 months in French oak for a long smooth finish.
\$15.00 • 14.75 • 14.50



Sangiovese 2007
Medium-bodied dry red with deep, rich, luscious flavors of black cherry. Aged in stainless steel to retain its youth and fruit. Enjoyable with grilled food.
\$13.00 • 12.75 • 12.50



Prairie Sunburst Red 2008
Our newest style of wine, this unoaked fruity red wine embraces a new trend of softer reds. It is bursting with berry fruit flavors reminiscent of raspberries.
\$9.00 • 8.75 • 8.50



Dry Riesling
Gentle, nearly-dry white with intense dried fruit flavors of mango and pineapple. Received high honor of "Chairman's Award" at wine competition in Riverside, CA.
\$9.00 • 8.75 • 8.50



Prairie Fumé 2008
Crisp, fresh, semi-dry white bursting with citrus & tropical fruit highlights. Multiple Double Gold, Gold and "Best of..." winner in international wine competitions.
\$9.00 • 8.75 • 8.50



Prairie Blush 2008
Bright fruity blush with highlights reminiscent of grapefruit. Foch grape selection provides beautiful color. Awarded Platinum & "Best of Class" at wine competition in Ontario, CA.
\$9.00 • 8.75 • 8.50




White Riesling
Semi-sweet fragrant white with a well-balanced palate of aromas reminiscent of honeyed pears, figs and apricots. Named "Best Riesling \$10 & Under".
\$9.00 • 8.75 • 8.50




Blushing Rose
Semi-sweet beautiful soft pink blush with juicy fruits reminiscent of mango, kiwi and a hint of pineapple.
\$6.50 • 6.25 • 6.00




River Gold
Delicate and sweet white with a hint of sweet pears and mangos. A sweet finish with tangy acidity.
\$8.00 • 7.75 • 7.50



Port 2007
The ultimate relaxing and sipping wine made from Foch grapes in the traditional Port style of a sweet wine fortified with grape brandy.
\$20.00 • 19.75 • 19.50



Ice Wine 2007
Harvested while grapes were frozen, this very fine and concentrated sweet estate wine is in 375 ml bottles and is intended to be enjoyed for special occasions.
\$47.00



Alcohol Free Champagne
Delicious bubbly treat of pure white grape juice, no sugar added. Very fresh and grapey. A great treat for families!
\$4.50 • 4.25 • 4.00



Beaujolais Uncle Jean 2007
Medium-bodied dry red with fruit reminiscent of cherries and violets. Direct from Philippe's uncle's winery in Beaujolais, France.
\$9.00 • 8.75 • 8.50



Little Brother Bonarda 2007
Full-bodied dry red with notes of almond on the finish. Made from the Bonarda grape by Philippe's little brother, Jean-Francois in Italy.
\$12.00 • 11.75 • 11.50

20TH ANNIVERSARY SPECIALS
 We continue to celebrate 20 Years of Prairie Fumé. Current special offerings are featured on page 5.

20 YEARS of good taste
Prairie Fumé

Caseclub Membership
 Purchasing your first case (12 bottles) of wine makes you eligible to become a member of our Caseclub. Once a member, you'll receive a gift or \$10 discount for each future case purchase made within a year of the last case purchase.

UPCOMING WINE RELEASES

- ♦ **Ice Wine 2008**
Available: October 14, 2009
- ♦ **Ruby Nouveau 2009**
Available: November 19, 2009
- ♦ **Domaine Reserve 2008**
Available: November 20, 2009
- ♦ **Eagle White 2009**
Available: December 9, 2009

Packing & Shipping:

Wines are available at the winery or can be shipped to you by UPS or Speedee Delivery if you live in one of the following states. **Adult signature required at time of delivery.**

Ship to State	1-3 bottles	4-6 bottles	7-12 bottles
WI, IA, IL	\$17.00	\$20.00	\$27.00
MN	\$18.00	\$23.00	\$29.00
CO, DC, MO, NM	\$19.00	\$26.00	\$34.00
CA, FL	\$21.00	\$29.00	\$42.00

Please note extreme weather can delay shipping.

Pricing:

If total number of bottles you order equals 1-5, use the first price listed; 6-11 the second; 12 and over, the third price. Wine types can be mixed for quantity prices. **Wine availability & prices subject to change.**

Signature Required for Delivery:

All shipping companies require a signature when delivering wine. This means someone of legal age must be at home when your wine is delivered. After 3 tries the order is subject to a second shipping charge. (Note: shipping charges are non-refundable.) We're also happy to ship to a business address if it's more convenient. Thank you!

WINE NEWS *from Winemaker Philippe*



Winemaker Philippe and his younger brother, Jean-Francois enjoyed talking wine and vines among our hillside vineyards in Prairie du Sac, Wisconsin during his recent visit from Italy. Jean-Francois makes Little Brother Bonarda wine. The Coquard brothers share a similar passion for winemaking and family.



A Walk in the Vineyard

This is the nicest time of the year. The vines are at their prettiest. All the buds have opened, the small shoots have five leaves, and the clusters are visible. The vines appear to be so well organized, yet we all know how fast it can all change. Soon it can be a jungle...

Winter treated us well enough. We see just a few canes that will have to be retrained, but nothing out of the ordinary. It's also the time that we apply our first spray against fungus. At this point, we are not seeing any insect pressure.

Soon we will do the first suckering, which consists of removing all the unwanted shoots and concentrating the energy of the vine where it needs to be. So far, it is still too early to say anything about the year...early, late, good??? We are off to a good start.

It is heartening to see a new wave of interest in growing grapevines. Whether you are planning to grow 5 vines or 5,000 vines, do it well because they could out live many of us. They can last forever. Learn well what can grow, how to plant, how to prune and train, etc. It's so much a matter of timing: what to do with this disease; are the weeds competing too much, etc. A lot of these questions are addressed during our Open House, the first weekend in March. Grape growing is a lot of fun and a passion. Just think, you can drink what you grew.... We are looking forward to a good growing season.

From Wine Tank to... the Bottle on Your Table

It is always interesting to be asked, "So the wine is made, what do you do the rest of the year?" Well, to bottle a million bottles it takes a lot of planning,

logistics, filtering, bottling, packaging, warehousing, and a lot of time. We start our big bottling push in January and ease off in July. We try to have a few weeks of break from bottling to get ready for the upcoming crush.

In the cellar, the three remaining '08s are doing well, and aging gracefully. We continue to be very pleased with the '08 vintage. It is a nice feeling and a nice break from the last three ('05, '06, '07) that were okay. This '08 will go a long way... We just bottled the Domaine du Sac and what a great value for such a good wine. It should be available this winter.

For this upcoming crush, we will be trying some new concepts of "thermo vinification," which consists of raising the temperature in the fermenter to extract color and tannin and cooling them. It's a gentle and natural way rather than adding stuff, pulling out the chemistry set, or blending a little of this and that. It is a way of improving the quality without changing the concept or the style of the wine.

Measuring Quality... Wines Continue to Make us Proud!

Speaking of quality, we continue to be thrilled to see the medals coming in.

It is something that Bob Wollersheim and I had talked about at length (around a bottle of Domaine du Sac). We always thought that we could grow the quantity, only if the quality followed with it. Well, without being pompous, I think that we have managed to do well. (See page 4 for a listing of wine awards received to date in 2009).



It is summer... help us in Celebrating the 20 Years of Good Taste with an ice cold Prairie Fumé with good friends and good food. Hope to see many of you during our Prairie Fumé Picnic Days. Enjoy with Prairie Fumé!

Thank you for your long friendship. ❖

“...to bottle a million bottles it takes a lot of planning, logistics, filtering...”

-Winemaker Philippe

~Philippe

2009 WINE COMPETITION AWARDS

❖ Pinot Noir 2007

Bronze-Florida State Fair Int'l Wine Competition 2009, Tampa, FL
Bronze-"Recommended" Beverage Testing Institute 2009, Chicago, IL

❖ Chardonnay 2007

Bronze-Florida State Fair Int'l Wine Competition 2009, Tampa, FL

❖ Domaine du Sac 2007

GOLD-Great Lakes Great Wine Judging Competition 2009, Farmington Hills, MI

❖ Prairie Sunburst Red 2008

Silver-Tasters Guild Int'l Wine Competition 2009, Grand Rapids, MI
Silver-Great Lakes Great Wine Judging Competition 2009, Farmington Hills, MI
Bronze-Finger Lakes Int'l Wine Competition 2009, Mendon, NY

❖ Dry Riesling

Chairman's Award-Riverside Int'l Wine Competition 2009, Riverside, CA
GOLD-Riverside Int'l Wine Competition 2009, Riverside, CA
Silver "Best Buy & Highly Recommended"-Beverage Testing Institute, Chicago, IL
Silver-International Eastern Wine Competition 2009, Watkins Glen, NY
Silver-Finger Lakes Int'l Wine Competition 2009, Mendon, NY
Silver-Pacific Rim Int'l Wine Competition 2009, San Bernardino, CA
Silver-Tasters Guild Int'l Wine Competition 2009, Grand Rapids, MI

❖ Prairie Fumé 2008

GOLD-Florida State Fair Int'l Wine Competition 2009, Tampa, FL
GOLD-San Diego Int'l Wine Competition 2009, San Diego, CA
GOLD-International Eastern Wine Competition 2009, Watkins Glen, NY
GOLD-Tasters Guild Int'l Wine Competition 2009, Grand Rapids, MI
Silver-Grand Harvest Awards Wine Competition 2009, Santa Rosa, CA
Silver-National Women's Wine Competition 2009, Santa Rosa, CA
Silver-Dallas Morning News Wine Competition 2009, Dallas, TX
Silver-Pacific Rim Int'l Wine Competition 2009, San Bernardino, CA
Silver-Great Lakes Great Wine Judging Competition 2009, Farmington Hills, MI
Bronze-Finger Lakes Int'l Wine Competition 2009, Mendon, NY
Bronze "Recommended"-Beverage Testing Institute 2009, Chicago, IL
Bronze-Riverside Int'l Wine Competition 2009, Riverside, CA

❖ Prairie Blush 2008

PLATINUM-New World Int'l Wine Competition 2009, Ontario, CA
Best of Class-New World Int'l Wine Competition 2009, Ontario, CA
GOLD-Riverside Int'l Wine Competition 2009, Riverside, CA
GOLD-International Eastern Wine Competition 2009, Watkins Glen, NY
Silver "Best Buy & Highly Recommended"-Beverage Testing Institute, Chicago, IL
Silver-Tasters Guild Int'l Wine Competition 2009, Grand Rapids, MI
Silver-Florida State Fair Int'l Wine Competition 2009, Tampa, FL
Silver-Grand Harvest Awards Wine Competition 2009, Santa Rosa, CA
Silver-San Diego Int'l Wine Competition 2009, San Diego, CA
Bronze-Great Lakes Great Wine Judging Competition 2009, Farmington Hills, MI
Bronze-Dallas Morning News Wine Competition 2009, Dallas, TX
Bronze-National Women's Wine Competition 2009, Santa Rosa, CA
Bronze-Finger Lakes Int'l Wine Competition 2009, Mendon, NY

❖ White Riesling

GOLD-Tasters Guild Int'l Wine Competition 2009, Grand Rapids, MI
Silver "Best Buy & Highly Recommended"-Beverage Testing Institute, Chicago, IL
Silver-International Eastern Wine Competition 2009, Watkins Glen, NY
Silver-Riverside Int'l Wine Competition 2009, Riverside, CA
Silver-Finger Lakes Int'l Wine Competition 2009, Mendon, NY
Silver-San Diego Int'l Wine Competition 2009, San Diego, CA
Bronze-Pacific Rim Int'l Wine Competition 2009, San Bernardino, CA

❖ Eagle White 2008

Silver-Grand Harvest Awards Wine Competition 2009, Santa Rosa, CA

❖ Blushing Rose

Silver-Great Lakes Great Wine Judging Competition 2009, Farmington Hills, MI

❖ River Gold

Silver-Great Lakes Great Wine Judging Competition 2009, Farmington Hills, MI

❖ Port 2007

Bronze-Great Lakes Great Wine Judging Competition 2009, Farmington Hills, MI



Saturday & Sunday

June 20 & 21

11am - 3pm

Winery Provides...

- ❖ Unique Surroundings with vineyard views
- ❖ Wine Tasting
- ❖ Beverages to Purchase
- ❖ Live Music
- ❖ Family Adventure
 - ♦ Scavenger Hunt
 - ♦ Crafts for Kids
 - ♦ Grass Game Area

You Bring...

- ❖ Your Family ☺
 - ❖ Picnic Food
 - ❖ Picnic blanket and/or chairs
 - ❖ Picnic games, cards
 - ❖ Umbrellas for sun or rain
-
- ❖ No carry-in beverages.
 - ❖ No pets.
 - ❖ No grills.

26 YEARS
of good taste

Prairie Fumé



Winery Happenings...

DIXIE



Congratulations **DIXIE LEA** on 15 Years at the winery. Dixie is our Operations Manager and has witnessed and been a part of many changes throughout her years at the winery.

COLIN



We welcome **COLIN WALSH** to our winery family as our new Sales Manager. Colin comes to the winery with many years of experience in the wine business. He will be managing sales of both Wollersheim & Cedar Creek wines.

CINDY



Congratulations to **CINDY RICKERT BALLWEG** on her 10th Anniversary at the winery. For many years, Cindy was our Sales Manager and this spring she has taken on the role of Events Manager and is managing events both at the winery as well as outside the winery.

SHERI



We are excited to welcome **SHERI HICKEN** in her new role at the winery. She has transitioned from coordinating events at the winery to Web Manager & Visual Communications. Sheri will be developing the winery website, e-news, and other creative projects.

WINERY OPEN DAILY:

10am - 5pm ♦ 7 days a week, Year-round

WINERY OFFICE:

Office Hours: Monday - Friday (8am - 5pm)
Orders can be phoned or faxed.

CONTACT US:

800-VIP-WINE (847-9463) ♦ (608) 643-6515
FAX: (608) 643-8149 ♦ info@wollersheim.com



And the Winner is...

Molly Borgstrom of Madison. Molly was among those Caseclub Members who took advantage of a visit to the vineyard for a self-guided tour during our recent Spring Caseclub Tasting event. She wins a Prairie Fumé 20th Anniversary gift box for getting the correct answers on our "Vines & Wines" Quiz. Congratulations Molly! ♦

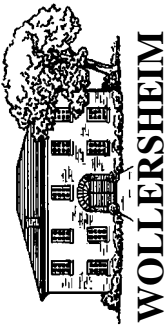
Celebrating 20 Years of Prairie Fumé

During a visit, you will notice we continue to salute our signature wine through special happenings and offerings at the winery. They currently include:

- ♦ Purchase a glass of Prairie Fumé for \$5 and receive a souvenir Prairie Fumé 20th Anniversary glass to take home. Wine purchased by the glass is regularly \$4 and usually comes in a disposable glass. (Retail value of the special glass of Prairie Fumé is \$11.50)
- ♦ Purchase a case (12 bottles) of wine at our Winery Store, and you can receive 20% off your purchase of Prairie Fumé 20th Anniversary logo merchandise - from shirts and hats to patio umbrellas and folding chairs. ♦



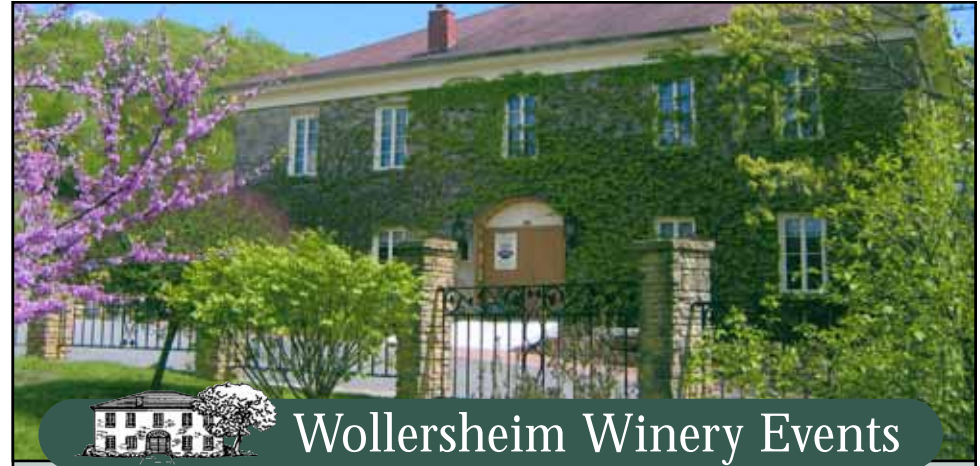
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WINERY**

PO Box 87, 7876 Hwy 188
Prairie du Sac, WI 53578
www.wollersheim.com
1-800-VIP-WINE (847-9463)

Return Service Requested



Wollersheim Winery Events

Events for Caseclub Members:

❖ WINERY CASECLUB DINNER

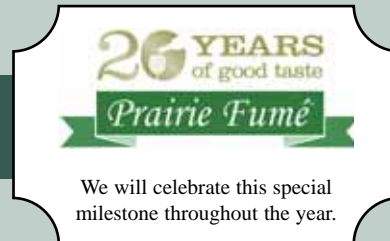
Friday or Saturday, July 10 or 11, 2009
Caseclub members were invited to join us for a catered dinner with special wines held in the winery Sugarloaf Room. Reservation confirmations have been mailed.

❖ 2009 FALL CASECLUB TASTINGS

Friday, Saturday & Sunday, November 20, 21, & 22 and November 27 & 28, 2009
10 am – 4 pm
Taste all our wines including new releases in the fermentation room and wine cellars.
Caseclub members and their guests.

❖ 2010 SPRING CASECLUB TASTING

Friday, Saturday, & Sunday, April 30, May 1, & 2, 2010
10 am – 4 pm
Taste all our wines including a sneak preview of the Domaine Reserve 2009, available for Futures purchase at the Tasting only.
Caseclub members and their guests.



Events Open to Public:

❖ PRAIRIE FUMÉ PICNIC DAYS

Sat. & Sun., June 20 & 21, 2009 • 11 – 3pm
Celebrate the 20th Anniversary of Prairie Fumé with a picnic at the winery. Enjoy the hillside beauty, wine tasting & live music in a family atmosphere. (See page 1.)

❖ ICE WINE RELEASE

Wednesday, October 14, 2009 • 3 – 7pm
Help us celebrate the release of this “nectar of the vines” - our Ice Wine 2008!

❖ RUBY NOUVEAU TASTING

Saturday, November 21, 2009 • 10 – 4pm
Taste the first release of the new harvest, Ruby Nouveau 2009 and other Wollersheim wines paired with Wisconsin cheeses.

❖ A VINTAGE CHRISTMAS

Saturday, November 28, 2009 • 10 – 4pm
Experience old world charm as you prepare for Christmas. Taste wine, find unique gifts, and gain holiday entertaining tips with Christmas carolers on hand to set the mood.

❖ PORT RELEASE CELEBRATION

Saturday, January 30, 2010 • 10 – 4pm
A break from Wisconsin’s winter! Join us to celebrate the release of our Port 2008.

❖ WINERY OPEN HOUSE

Sat. & Sun., March 6 & 7, 2010 • 10 – 4pm
Explore behind the scenes on a self-guided winery tour, take in grapevine pruning, or cooking with wine demonstrations, & more.

Note: Regular winery tours are not offered during public events.

1-800-VIP-WINE (847-9463) ❖ www.wollersheim.com