

WOLLERSHEIM WINERY NEWSLETTER

March 2010



WINERY & TOUR INFORMATION

WINERY OPEN DAILY:

10:00 am - 5:00 pm
7 days/wk, Year-round
(Except 4 holidays)

WINERY OFFICE:

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

TOUR INFORMATION:

- ♦ Guided winery tours run daily, year-round at 10:15, 11:15, 12:15, 1:15, 2:15, 3:15, and 4:15 pm.
- ♦ Regular tours are not offered during our events.
- ♦ Tours are about one hour & conclude with a wine tasting.
- ♦ Tour fees are \$3.50 for adults. Children 11 & under are free.
- ♦ Wine tastings are also given any time during the day and there is no charge to taste our wines.

ADDRESS CHANGES:

- ♦ If you are moving, please let us know your new address.

CONTACT US:

Phone: 800-VIP-WINE
(800-847-9463)
(608) 643-6515

FAX: (608) 643-8149
info@wollersheim.com

WOLLERSHEIM WINERY
Rooted in
Tradition.



Growing through
Innovation.

Wollersheim Winery. Rooted in Tradition. Growing through Innovation.

Over the 150 years of the winery's existence, we have stuck to tradition but we haven't been afraid to also take advantage of new innovations. Over the next year we will be exploring the legacy that the different winery families have left and where the winery is going in the future.

❖ **Tradition & Innovation** in **grapegrowing**, from the original European varieties that Hungarian Agoston Haraszthy tried to grow here before moving to California, to the more winter-hardy varieties Bob Wollersheim experimented with to find what would grow well here...

❖ **Tradition & Innovation** in **winemaking**, from traditional oak barrel aging to innovative equipment such as a computerized cooling system to ensure quality of the wine...

❖ **Tradition & Innovation** in **style of wines**, from traditional reds such as Domaine Reserve and Pinot Noir to the more innovative Prairie Fumé and Prairie Sunburst Red...

❖ **Tradition & Innovation** in **customer service**, from the old way of keeping 500 customer names on file on handwritten recipe cards, to the newer way of keeping 10,000 customer names in a specialized computer program...

❖ Tradition & Innovation in


the buildings, from the cave and limestone building built in the 1840's and 1850's, to the more recent buildings specially built to facilitate the flow of wine from grape to bottle...

❖ **Tradition & Innovation** in **packaging of the wines**, from the way the wines were sold in the 1800's as far away as the state of Maine in wooden barrels, to today where we use screwcap technology to preserve the freshness of the wine...

❖ **Tradition & Innovation** are part of the history and the future of the winery.

Stay Tuned...


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




Domaine Reserve 2008
Estate-grown, robust, full-bodied 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 2008
Estate-grown, medium-bodied dry red, our Beaujolais-like wine, with overtones of raspberries & dark cherries.
\$12.00 • 11.75 • 11.50



Chardonnay 2008
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 2008
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 2009
Wisconsin-grown, a new style of Prairie Red wine. Unoaked, soft, dry red bursting with fruit flavors reminiscent of raspberries.
\$9.00 • 8.75 • 8.50

Available now!



Eagle White 2009 (Seasonal)
Estate-grown white in an off-dry style made from St Pepin and LaCrosse grapes. Perfect with eagles' favorite food of fish.
\$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
Estate-grown, bright fresh blush with flavors of pink grapefruit & red currant. Foch grape selection provides beautiful color. Awarded Platinum & "Best of Class" in 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 2008
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

Available now!



Ice Wine 2008
Estate-grown harvested from frozen grapes, very fine & concentrated flavors in 375 ml bottles. Serve this sweet wine icy cold 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



Little Brother Bonarda 2008
Medium-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



Beaujolais Uncle Jean 2008
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

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.

OTHER RELEASES

- Tawny Port 2005 - is sold out.
- Small Prairie Fumé - will be introduced this summer 2010.
- Ruby Nouveau 2010 - 11/18/10
- White Port - 2011



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*



In the Vineyard

As the snow is slowly shrinking and the overall temps are getting milder, we are starting to think pruning. We usually start mid-February and hope to be done by March 20th.

Pruning is the most critical task on the vines as it is responsible for the upcoming fruit load, as well as the overall shape of the vine. You have one chance a year to influence the vine's direction and have a direct impact on the vine's future. It takes four to six years of good learning to become a good pruner. This year, our daughter Céline will work and learn with the crew. Understanding pruning allows you to understand how the vines grow, react, and ripen the crop.

Looking to Learn?

Open House is your best chance and opportunity to see it all from detailed pruning demonstrations in our vineyard and how to cook at home with wine, to all the buildings being open with detailed explanations presenting our winemaking approach, and sharing some insight about our history and future and so much more. See page 5 for details. ❖

We will be adding an acre of St Pepin/Lacrosse at our Marx Vineyard location. Beginning a new field is always a lot of work. It started this past fall with laying out the field boundaries, plowing, and planting a cover crop. More work happens soon with installing all the trellis and

planting. Then we have to babysit 650 baby vines.

We are pursuing and expanding our mulch application in some sections of the vineyard. We are convinced that it is good to prevent erosion, as well as preserving water from evaporating. We will continue this practice for many years to come. We are always looking at better and different ways

to continue to improve the quality of our crop whether it is different fertilization trials, leaf removal, hedge trimming, and so on. It's important to always keep learning. One never knows it all...

In the Cellars

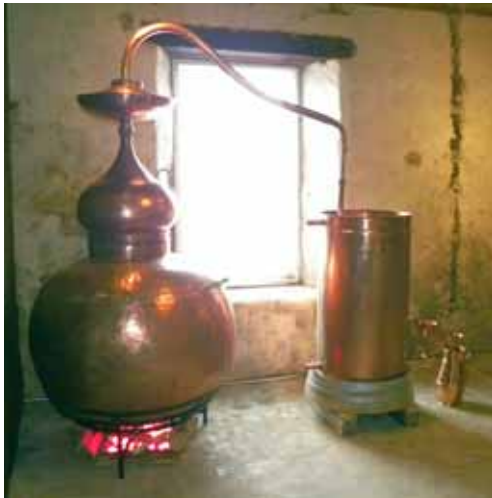
Lots going on...We are bottling every Tuesday and Thursday, 22,000 bottles in a day. All the barrels are filled (more or less 275), and just think, every so often someone has to taste to make sure... Speaking of tasting good, the White Port is sooo goood and will be a big hit next year at the Port Celebration! We are working on the packaging as we speak.

I'm very happy overall with the '09 vintage. Chardonnay is just finishing its malolactic fermentation in the barrels and is already a very fine wine. Domaine du Sac and Domaine Reserve are back to the high standard of the '04 caliber. I'm very pleased with all the wines.



WINE NEWS CONTINUED...

Wisconsin-made Wollersheim BRANDY!



Our "pot still" is only a display until our permit is back allowing us to begin Brandy distillation.

We are very excited by a lot of new ideas and happenings. One that is getting close is our Brandy project. As of July 2009, the State of Wisconsin has now allowed wineries to obtain a different and additional permit which allows us to also be a distiller.

Our application is filled out. We have bought a "pot still" from Italy and it is on

display for you to see. As soon as our permit is back, we plan on distilling 1400 gallons of estate-grown white wine ending up with 3 barrels of Brandy to be released in 2012.

For this project, we will carry the Wisconsin flag the whole way... a native Wisconsin grape, grown in Wisconsin, made and distilled at a Wisconsin winery, and aged in Wisconsin oak. The guy making it may not be all Wisconsin, but by now I've spent more time here than in France, so I feel very much at home! I can't wait to be distilling, a fun and happy distraction.

Good Things... Soon to Come in Small Packages

In early summer, just in time for picnic season, we will be introducing our Prairie Fumé in a small, single serving plastic bottle. You might think this is crazy, and yes, it might very well be. However, quite often it is not easy or practical to take a glass bottle everywhere, so with a smaller plastic option, it becomes a lot easier. We are still working on the logistics. It's all completely different and a challenge, but we feel it is an untapped market and could open other avenues for our wines... More details to come in the near future.



Coming this summer... our Prairie Fumé will be available in 187 ml plastic bottles.

During our March Open House, we are all on-hand and available to spend time with you and make sure you are enjoying your re-discovery of our beautiful winery. See you soon! ♦

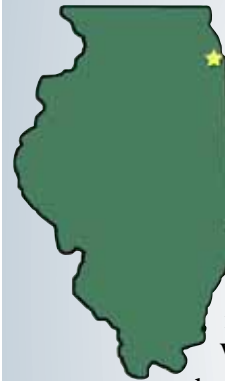
~Philippe

OTHER WINERY NEWS...

Myers Named Retail Manager



We are pleased to welcome Bobbie Myers as our Retail Manager. Bobbie has been a part of our retail team for the past 6 years. She is very familiar with our entire operation and moves at 100 miles an hour to get things done. We are confident that we will continue to thrive in serving you the best we can, being it giving a tour, a tasting or some other explanation. We are very happy and fortunate to have her on board. Thank you Bobbie! ♦



Find our Wines in the "Windy City"

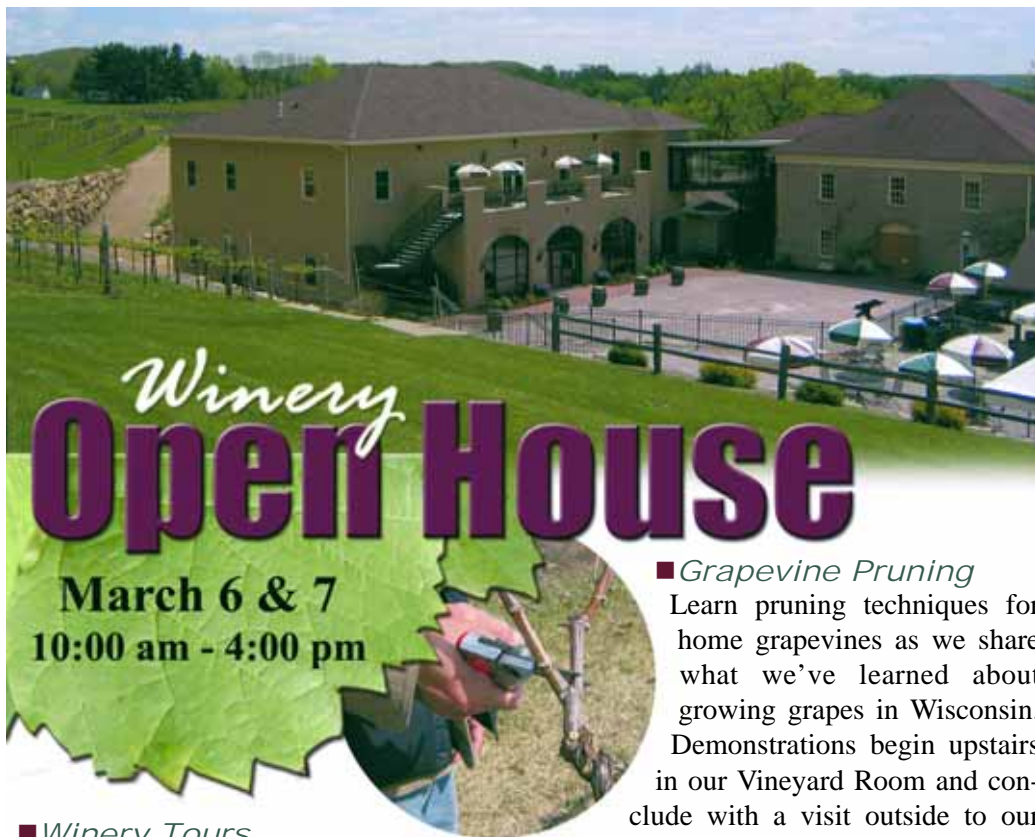
The past few years have seen many new and exciting developments here at the Winery. One of our latest changes is a new market for Wollersheim wines. We have proudly partnered with Midwest Wine Selections of Illinois to bring some of our most popular wines to the Chicago market.

Prairie Fumé, Blushing Rose, White and Dry Rieslings, our estate-grown Prairie Sunburst Red and Domaine du Sac, as well as Pinot Noir, can now be found at some of the area's top grocery, liquor and wine-specialty stores. Better yet, introduce your friends to some of our award-winning wines by purchasing a glass at restaurants like Bin 36 (Chicago), or the Livermore (Aledo).

We look forward to making these wines available to you in your favorite stores and restaurants. If you have a favorite location that you would like to carry our wines, please contact us at info@wollersheim.com. ♦



aged: The length of time that a wine either waits to be bottled (could be in tanks or in barrels) or the time the wine stays in the bottle before it's enjoyed.



Winery Open House

March 6 & 7
10:00 am - 4:00 pm

■ Winery Tours

Take a self-guided tour behind the scenes and explore our modern-day fermentation room and historic underground aging cellars, plus other wine production areas not generally open to the public. Winery staff will be on hand to answer questions, as well as provide bottling line demonstrations.

■ Wine Tasting

Along the tour you're invited to taste six of our wines, including our Prairie Sunburst Red 2009 and Domaine du Sac 2008, both estate-grown wines.

■ Learning Fun for All Ages

Fashioned for "kids" young and old, a series of interactive displays along the self-guided tour give families a chance to learn together about growing grapes, plus discover some of the wildlife who visit our vineyards.

■ Grapevine Pruning

Learn pruning techniques for home grapevines as we share what we've learned about growing grapes in Wisconsin. Demonstrations begin upstairs in our Vineyard Room and conclude with a visit outside to our vineyard, where we take you among the vines to show actual pruning. (Please dress for the elements.)

■ Cooking With Wine



Gain cooking with wine tips and enjoy a taste as Chef Paul Short, MATC Culinary Arts Chef Instructor, features our Domaine du Sac wine during cooking demonstrations twice daily.

■ Winemaker Talks

Winemaker Philippe will share how Wollersheim is "Rooted in Tradition" and "Growing through Innovation." Hear more about our heritage and what is uniquely Wollersheim. See sidebar for talk times and a complete listing of Open House events.

www.wollersheim.com

Leisurely learning...



2010 Open House Schedule

SATURDAY, MARCH 6TH

- 10-4 pm....Self-guided Winery Tours
- 10:15 am..Grapevine Pruning Demo
- 11:30 am..Cooking with Wine Demo
- 12:30 pm..Winemaker Philippe's Talk
- 1:30 pm....Cooking with Wine Demo
- 2:30 pm....Grapevine Pruning Demo
- 3:30 pm....Winemaker Philippe's Talk

SUNDAY, MARCH 7TH

- 10-4 pm ...Self-guided Winery Tours
- 10:30 am..Grapevine Pruning Demo
- 11:30 am..Cooking with Wine Demo
- 12:30 pm..Winemaker Philippe's Talk
- 1:30 pm....Cooking with Wine Demo
- 2:30 pm....Grapevine Pruning Demo

Other Event Notes

Food & Wine

Sandwiches and soup lunch fare from local Wytenbach Meats will be available for purchase from 11am to 3pm both days. Our wines can also be purchased by the glass throughout the event. As a reminder, carry-in food is not allowed.

Parking

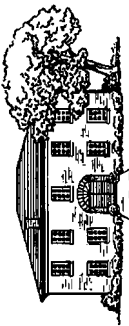
Please park in one of our four main parking areas left of the entrance drive. As these fill, additional parking is available right of the drive. Kehl Road can be used to access limited handicapped parking spots above or as a handicap drop-off.

Case Purchases & Pick-up

For anyone purchasing 12 bottles of wine or more, simply fill-out a special pick-up card in our Winery Store. Your wine is then packed at our tan Pick-Up Building (located in the parking lot and open until 5:15pm) and will be ready for pick-up by car as you leave the winery lot.



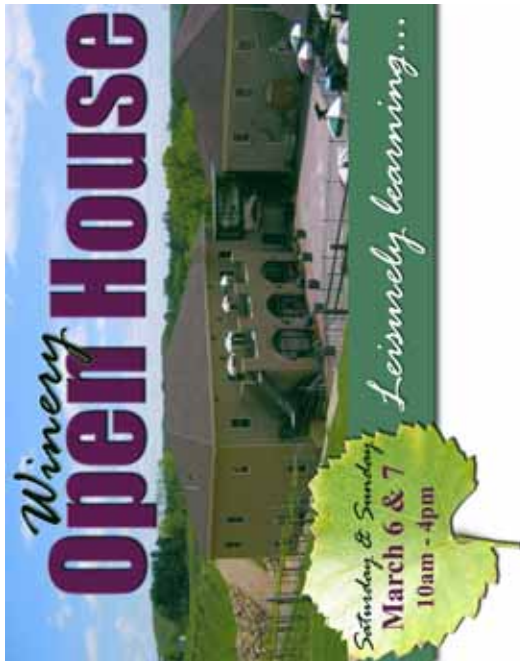
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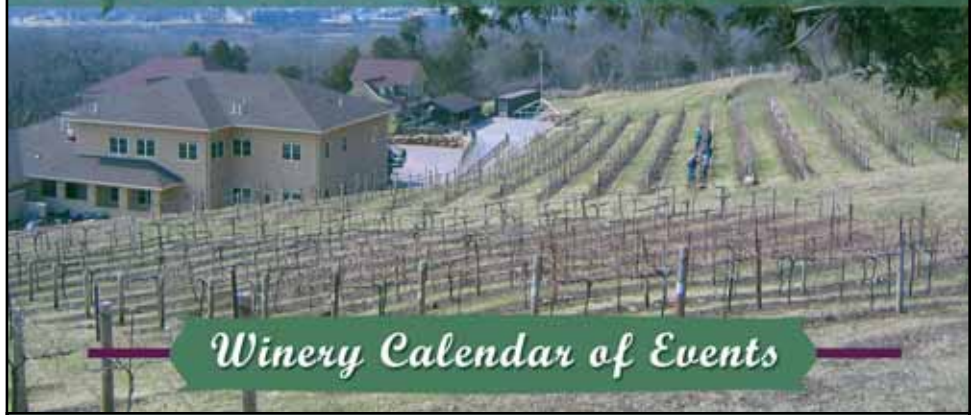
**WOLLERSHEIM
WINERY**

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 for Caseclub Members:

❖ **2010 SPRING CASECLUB TASTINGS**
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. Also
exclusively at the Spring Tastings, our vine-
yards are open for members to take a self-
guided walking tour.
Open to Caseclub members & their guests.

❖ **WINERY CASECLUB DINNER**
Friday or Saturday, May 21 or 22, 2010
Caseclub members are invited to join us for
a catered dinner with special wines held in
the winery Sugarloaf Room. Details and
reservation info will be available in the
April newsletter. *Caseclub members only.*

❖ **2010 FALL CASECLUB TASTINGS**
Friday, Saturday & Sunday, November 19,
20, & 21 and November 26 & 27, 2010
10 am – 4 pm
Taste all our wines including new releases
in the fermentation room and wine cellars.
Open to Caseclub members & their guests.

 Find us on
Facebook
Search: Wollersheim Winery

Events Open to Public:

❖ **WINERY OPEN HOUSE**
Saturday & Sunday, March 6 & 7 ♦ 10 – 4pm
Winemaker talks, grapevine pruning, cook-
ing with wine, and more! Details on page 5.

❖ **PRAIRIE FUMÉ PICNIC DAYS**
Friday, June 18 ♦ 3 – 7pm
Saturday, June 19 ♦ 11 – 4pm
Families of all ages are invited to picnic at
the winery. Enjoy live music, wine tasting,
and picnicking in a unique atmosphere.

❖ **ICE WINE RELEASE**
Wednesday, October 13, 2010 ♦ 3 – 7pm
Celebrate the release of Ice Wine 2009!
Enjoy a taste of this "Nectar of the Vines",
plus take a complimentary Ice Wine tour.

❖ **RUBY NOUVEAU TASTING**
Saturday, November 20, 2010 ♦ 10 – 4pm
Taste the first release of the new harvest,
Ruby Nouveau 2010 and other Wollersheim
wines paired with Wisconsin cheeses.

❖ **A VINTAGE CHRISTMAS**
Saturday, November 27, 2010 ♦ 10 – 4pm
Experience old world charm as you prepare
for Christmas. Taste wine, find unique gifts,
plus Christmas carolers will set the mood.

❖ **PORT RELEASE CELEBRATION**
Saturday, January 29, 2011 ♦ 10 – 4pm
A break from Wisconsin's winter!

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

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