



DOWN THE ROAD

PRESSING NEWS OF ANTHONY ROAD WINE COMPANY

Weathering a Less-than-Fruitful Economy

The impact of the country's financial crisis on "Wall Street" and "Main Street" was a hot topic in the recent Presidential Election. Well, the impact of the financial crisis is also being felt here on Anthony Road.

The winery is facing challenges in a number of business areas: The grape yield was actually a little high this season, great news were it not for decreased demand in this economy; the tasting room traffic and sales were down; and distribution of ARWC wine to restaurants and retailers was up slightly, but not much. With people buying wine to bring home versus eating out, restaurant sales aren't expected to increase.

To address all of these areas, ARWC is taking a multi-vined approach.

The owners and crew looked to sell the grapes they didn't need for production, a usual practice. With demand low, however, the prices were not favorable so they considered either increasing their own wine production or temporarily branching into the grape juice market. Both ideas were rejected, though, because the economy wouldn't bear increased production and they chose not to shift their focus from their primary product – delicious wine!

"If the grape juice took off, would we want to divert resources away from our wine or abandon a new, successful second product line?" says John Martini, co-owner of ARWC. "It could potentially cause more problems."

To increase awareness and traffic along the west side of Seneca Lake, ARWC works closely with the Seneca Lake Wine Trail, the Finger Lakes Wine Alliance,

Uncork NY! and other allies. Among other initiatives, they recently rented a billboard to encourage drivers to choose the route down the west side of Seneca Lake.

The winery is also working to set up distribution channels in a number of states, including Wis., Mass., N.J., Va., D.C., Minn., Conn., KY, Penn. and Ohio, all markets new to ARWC.

"Ultimately, we need to sell more of our wine inventory, in the tasting room and through distribution. We need to hope the wineries who regularly buy our grapes can do the same, then both we and they will have increased need for our fruit and the supply and demand ratio will flip for us," says John. "People are still enjoying wine and we'll certainly continue to make fine wines for the everyday celebration of life."

New Blended Red Making Its Mark

by Peter Becraft, (new!) assistant winemaker

According to Webster's Dictionary the word "signature," when used as an adjective, translates to "serving to identify or distinguish a person, group, etc.: a signature tune." It is with this meaning in mind that we at Anthony Road set out to create a wine that could be that "signature tune" for not only our winery but for the Finger Lakes region. This wine is our Cabernet Franc/Lemberger blended red wine, otherwise known by its less formal names Cab Franc/Lemberger and CFL.

When one thinks of Finger Lakes wines, the first notions are of crisp, clean and aromatic white wines. This cool

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Reconnecting Regularly



When Ann Martini was in eighth grade in Rochester, N.Y., her family moved to New Jersey. Their next-door neighbors

were the Martinis and the rest, well is the history of the Martini family of Penn Yan and Anthony Road Wine Company.

Since then, she and John have met hundreds of people. More than 50 years later, Anthony Road Wine Company brings a lot of those friends back for a visit – and creates the opportunity for them to meet many new people.

"Often someone John knew from the Peace Corps comes by the market in New York City to see him and reconnect,"



explains Ann. "He also has helped at the market from Rachel, the daughter of our

high school friend, so other high school classmates visit there too."

Their children's high school friends also stop by the winery's tasting room, people Ann and John once encouraged not to drink! (Of course, they're all legal now.)

Among the new faces the winery has hosted are local dignitaries and politicians taking advantage of the space ARWC has to hold small events. These include Hillary Clinton, Charles Schumer, Carl McCall and Eric Massa, among others.

Bishop Matthew Clarke of the Catholic Diocese of Rochester even stopped by on his way to a confirmation in Penn Yan!

There are also new friends, winery regulars.

"It's wonderful!" exclaims Ann. "It's always fun when people we haven't seen in a while come and we can say, 'Oh, my gosh, it's you!'"



In the Vineyard

"Every year, I forget how difficult the harvest is!" laughs Peter Martini, vineyard manager at Anthony Road. "The weather, obviously, plays a huge factor. When the weather's nice, we all say, 'Let the grapes hang on the vine,' but when the weather turns, so do they and it's a rush to get them off the vine."

This year, ARWC saw a little better than average volume of grapes, but also saw a bit of rot because of the timing of the rains – often they didn't dry

enough before the next rainfall. Rot isn't necessarily a bad thing in the wine business, explains Peter. A certain kind of rot, referred to as "noble rot" (*Botrytis cinerea*,) concentrates the sugars in the fruit so grapes with noble rot are used to make dessert wines. While the rot resulted in a 20 percent loss in some varieties, it made a great year for the Riesling, Pinot Gris and Vignoles dessert wines.

When 65 mph winds blew through the vineyard in the summer, the Cab Franc blew over, not damaging vines but causing Peter and his crew (Matt Scutt

and Assistant Winemaker Peter Becraft) to enact an "engineering marvel" to get the vines back up on the posts undamaged.

All in all, Peter says it was a "good summer" for both the grape yield and the work done to the 70 to 75 acres of grapes produced. "We trimmed at least \$30 thousand of off-site labor out of the budget and managed to maintain good vineyards with less money. The team stepped up and I'm very proud." Although there's never time to sit still, the vineyard team is looking forward to the slower winter pace.

Muddy Boots

News from the Garden

The 2008 growing season started really dry and then turned tropical, at which point everything in the winery's educational and visitors' garden took off. The hyacinth beans grew to more than 10 feet tall, taller than ever before, according



Hyacinth Beans

to the winery's accountant and chief gardener, Alan Lefko, and the moonflowers that were in their second year thrived.

"We had piles of beans and moonflowers and were able to bring some seeds into the tasting room to offer in case anyone wanted to grow their own," he says.

"Hyacinths are perfect for growing your own 'Jack and the Beanstalk' plants!"

The tropical weather also brought in unique, large yellow and black spiders that weaved a six-foot tall web. It stayed in the garden until a wind storm blew it, and many mature pears, down.

Keeping in line with the Finger Lakes region's harvest, the educational garden saw a higher-than-usual grape yield and gave visitors even more opportunities to learn about some of the Finger Lakes'



Moonflower blossom

tasty heritage firsthand. Don't forget to sample what you see in the garden; the nets are to keep birds out but people are welcome!

Your Question, Answered

Visitor's question submitted at the tasting room or through e-mail to answer here.

Question: How many grapes does it take to make a bottle of wine? Asked by Robin of Albany, N.Y.

This is a bit tricky to answer, but we did some calculations based on the average gallons of juice we get from a ton of grapes. On average, it takes about 2,000 lbs. to make 160 gallons of juice. So calculating this through and converting it into pounds per 750 ml, it takes about 2.5 pounds of grapes to make one bottle of wine. You may then wonder how many clusters of grapes that is, so going a bit

farther, it would take about 10 clusters of Riesling grapes (1/4 lb. per cluster) or 2.5 clusters of Lemberger (1 lb. per cluster). Since all grapes vary on size, liquid content, cluster size, etc., exact and precise number is hard to get at, but at least now you will have an idea! So go enjoy a fraction of the fermented 2.5 lbs!



Interstate Shipping

Shipping status can change from week to week as each state establishes their own regulations about this issue. We are currently reviewing the state regulations to update our listing. Please contact us for information about your state's shipping regulations.

States we currently ship to:

Arizona, Colorado, Florida, Georgia, Illinois, Indiana, Iowa, Kansas, Minnesota, Missouri, New Hampshire, New Mexico, New York, North Carolina, Ohio, Oregon, Rhode Island, Washington, D.C.

Martini Sightings

Brand Ambassadors Ann and John, as well as other Road Crew staff, are out and about some this winter and would love to see you at one of the many places they'll be pouring. Of course, they're also thrilled to welcome you in from the cold at the ARWC Tasting Room, where the winery is participating in a few Seneca Lake Wine Trail Events this season. For more information about any of these, or for the most up-to-date listing, please call ARWC.

- Bargain Bash – January 10-19
- Pasta & Wine – January 16-18
- Unified Wine Symposium, CA – January 27-29
- Chocolate and Wine – February 6-8
- Tasting – Polar Bites, Buffalo – February 19
- Tasting – Bottles & Corks, Corning – February 20
- Cruisin' the Tropics – March 27-29

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climate region that we work and live in is a perfect fit for white varietals such as Riesling, Chardonnay, Pinot Gris and Gewürztraminer. These varietals have come to us from other cool climate regions in Europe, namely France and Germany.

Red wines have never garnered the attention that our white wines have in the Finger Lakes, and it is mainly a result of our trial and error discovery of what can and cannot grow well in our climate. In our case, we had planted Cabernet Sauvignon, a warmer climate grape, and soon discovered that our growing season would not be long enough to ensure proper maturity of the fruit. So out of the ground the vines went.

What was growing well for us was Cabernet Franc, the blending grape of Bordeaux and the headlining red grape of the Loire Valley of France. With its flavor profile of red and black raspberry, cherry,

Recipe

If you can't wait to try this recipe at the Seneca Wine Trail's Pasta and Wine event (or if you must have it again after!), it's easy to whip up at home and enjoy with a bottle of Tony's Red or Devonian Red.

Elva's Soon-to-be-Famous Clam Sauce

- 1 15 oz. can of Progresso® White Clam Sauce
- 1 10 oz. can of whole baby clams with their juice
- 1 6.5 oz. can of chopped clams with their juice
- 1 6 oz. can of tomato paste
- 3 tbsp. butter
- 3 cloves garlic, minced



Saute butter and garlic until garlic softens; add remaining ingredients and simmer for 20 minutes. Serve over linguine or your favorite pasta shape!

You can add fresh chopped parsley as you serve it, or hot pepper flakes if you are looking for a little spice. We have tried it with oven roasted tomatoes that we froze from the summer's crop. Enjoy!



Variety	Vintage	Alcohol (%)	TA	RS (g/l)	# cases	Varietal Percent
Devonian Red	NV	12		.02	1166	60% Cab Franc 36% Pinot Noir 4% Lemberger
Tony's Red	NV	11.1	6.7	3.3	9251	90% Rougeon, 6% Vincent, 3% Cab Franc, 1% Cayuga

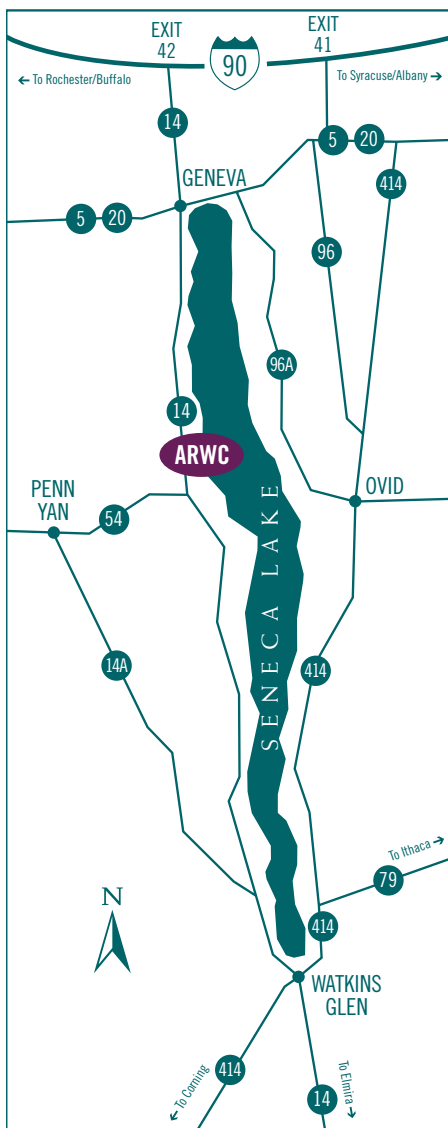
violets, pepper spice and minty fruit leaf, Cabernet Franc can thrive in our cooler soils and most of the Finger Lakes wineries make a wine from Cabernet Franc. Each vintage in our region differs from the next; some years provide optimum growing conditions and others do not. So in order for us to create the best red wine in every vintage, we set out to find a balancer grape that could support our Cabernet Franc grape in the good and the bad years.

Much to our delight this grape was already growing amongst us— Lemberger (not the cheese, but the grape). Known by many different names depending on the country, Lemberger originates from the

banks of the Danube River in Austria and is grown in Germany, Hungary and Italy. The Lemberger grape provides us with a dark colored wine that holds a nice acidity. This acidity is what brings out flavors in wine and food, it makes the mouth water and want more. The flavor components are typified by cherry fruit, blackberries, hints of chocolate and cracked black pepper. Blend those characters in with the Cabernet Franc and you get a wine that holds lots of berry flavor and pepper; add barrel aging and you get sweet spice and smoky notes.

Our first Cabernet Franc/Lemberger blend was the 2005 vintage and it set the *continues on page 4*

Variety	Vintage	Alcohol (%)	RS (g/l)	# cases	Varietal Percent
Cabernet Franc/ Lemberger	2006	12	0	1000	70% CabernetFranc 30% Lemberger (Estate Grown)



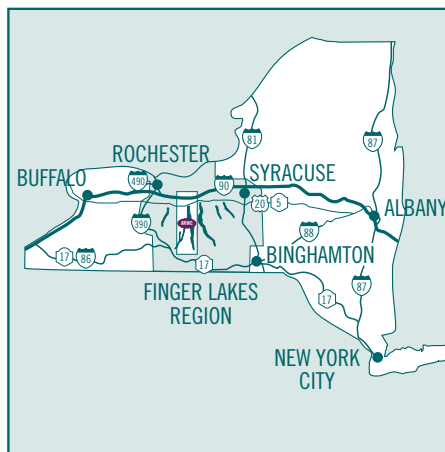
Anthony Road is ten miles south of Geneva off Route 14.

You are invited to our visitors' center tasting room, gift shop and gardens. Groups of 15 or more, please call for reservation.

Mondays – Saturdays
10 a.m. until 5 p.m.

Sundays
Noon until 5 p.m.

You may also sample and purchase Anthony Road wines at the Union Square Green Market in Manhattan on Saturdays throughout the year.



Peter Becraft

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benchmark right out of the gate. Full bodied with gorgeous dark color, this wine was a revelation. With the excellent 2005 growing season maturing both grapes to their full potential, we were able to easily put together a tasty wine hard not to notice.

The next year provided another great season until a rainy September. The resulting wine was not as intense and full as the previous year, yet it held its own special qualities. The 2006 vintage was lighter in color and body but still possessing all the great flavors of the 2005. This wine is a perfect food wine due to its smooth fruit, silky tannic structure and true medium body.

The 2007 vintage was warm with little to no rain. Red grapes thrive in this climate and their roots dig deep in the soils looking for any hint of moisture. When the grapes came in from the vineyard we had optimum fruit with big sugar levels. When this wine is released, you'd better watch out—you may never drink California reds again.

Producing a signature red wine that will represent Anthony Road is what we set out to do year-in and -out. It just so happens that other wineries have noticed the potential and are following suit with their own versions. When something feels right you have to go with it, and the marriage of Cabernet Franc and Lemberger is a perfect match for our region. Pick up a bottle and give it a try, pair it with your favorite meal and get ready to be impressed.



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Finger Lakes Culinary Bounty and the Farm Bureau