



DOWN THE ROAD

PRESSING NEWS OF ANTHONY ROAD WINE COMPANY

In the Vineyard: Working Toward a Sustainable NY

With Cornell University just “down the road” a spell, and the Ag Tech Station located in nearby Geneva, Anthony Road Wine Company has had a number of opportunities to work with researchers on experiments both in the vineyard’s processes and in the cellar’s. This year, vineyard manager Peter Martini worked with Cornell researchers on projects related to the weather station, leaf-pulling and fruit-thinning trials. Among the most unique projects Peter is working on is the development of a sustainable vineyard certification, called VineBalance.

Several years ago, the Extension began a Sustainable Viniculture for the Northeast program with an accompanying workbook. Tim Martinson, the lead Extension agent on the project, hoped to someday turn the project over to the industry.

“The New York Wine Grape Growers Association seemed like the best organization to take this program over and I volunteered to coordinate it,” says Peter.

Working with Rob Smith of the National Grape Cooperative (Welch’s), Martini submitted a grant to the New York Farm Viability Institute and was awarded \$148 thousand to, in the next two years, develop a means to certify growers as sustainable.

“Growers will be able to use that certification in marketing their fruit to wineries and juice producers, who can then use the VineBalance logo in stores,” Peter explains.

He will be traveling to California to benchmark some sustainability programs, as well as to Oregon. However, the program

he and the Association will develop will be tailored to New York’s specific grape-growing industry and the industry’s needs.

“Sustainability is a given in this industry. You have to do it because it is the right thing, but it also needs to be worth people’s while to be certified for doing it,” says Peter.

The challenge, he notes, will be developing a program that isn’t too costly for growers, has the benefit of marketability and isn’t too complicated from a logistics and paperwork standpoint.

“I’m excited we got the grant, and now I have my work cut out for me!” he laughs.

Another Governor’s Cup Win

We are proud to announce once again that our 2008 Semi Dry Riesling won the Governor’s Cup at the New York Food and Wine Classic, “Judged the best New York State Wine” for 2009! Ann and John, who have helped in the back room preparing the wine flights for a number of years, recall the moments that lead up to the announcement with tears in their eyes. John knew that the Semi Dry Riesling and the Semi Sweet Riesling made it to the final round, but Ann didn’t, and they were across the room from each other. The judges asked for a second taste of position “C”, and before they knew it people were wishing congratulations and passing out plenty of hugs! What a moment for Ann, John and everyone at Anthony Road.

The well wishes and congratulations poured in over the days and weeks that followed, and the wine quickly moved out

continues on page 2

Partnerships that Work



In the most basic sense, Anthony Road Wine Company is a result of the partnership that was formed when Ann and John Martini were married. Through the years, the partners have grown to include some of their children, winemaker Johannes Reinhardt, and a number of employees, friends and valued customers.

However, there are also some more formal organizations and associations operating behind the scenes to help grow ARWC, the New York State wine industry, as well as the U.S. wine industry as a whole. Some work to obtain funding for research and development. Others lobby state and federal government and provide a voice for us in those arenas. Still others focus on marketing, such as the Seneca Lake Wine Trail, which helps bring people to the region’s wineries during the usually slower months of November through May. Events such as Deck the Halls, Bargain Bash and Pasta and Wine provide excellent opportunities for wineries to showcase their wine – and sometimes culinary – expertise.

One group we consider our “partners” others might consider “competitors”: the other wineries. When there were just a handful of wineries in the area, we all needed each other to grow. We still do, because people would rather visit a number of wineries at a time. I tell people where to get certain types of wine, such as sparkling, that we don’t produce. Other wineries will send people here for some of our best selections. It’s a give-and-take we’re unique for and I’m very proud of this industry.



Governor's Cup continued from page 1

the door. More than 10 cases were sold from the tasting room the day after, and Internet and liquor store orders for the wine increased quite substantially. In August, when the Governor's Cup was awarded, we had 600 cases and, by mid-September it was gone! Although the Semi-Dry Riesling is gone, we still have the double gold winner, the 2008 Semi-Sweet Riesling available, and it is great well-chilled and served with hors d'ouvres!

Bloggers and Berries



This year, we tried something new and extended an invitation to two of the leading wine bloggers in the State to join in the harvest and see firsthand the early stage of wines they will likely write about when they are ready to pour. Lenn Thompson of the New York Cork Report (newyorkcorkreport.com), who helped arrange the tasting at the Culinary Center earlier in the year, joined us at the end of September. He posted a video to his blog following: <http://lennthompson.typepad.com/lenndevours/2009/10/nycr-video-pinot-gris-at-anthony-road-wine-company.html>. He also posted a slideshow: <http://lennthompson.typepad.com/lenndevours/2009/09/slideshow-pinot-gris-harvest-at-anthony-road-wine-company.html>. Lenn runs the best blog site about the New York wine industry and we really enjoyed hosting him during the harvest of the Pinot Gris.

Seth Datz, manager of the Greene Grape Downtown in the financial district in Manhattan was also invited for this year's harvest. The Greene Grape is one of the few stores in New York City that sell Anthony Road wine. They have been very receptive to our story and have had John do in-store appearances numerous times.

"By getting them involved they become part of the process and in turn the wines they sell and write about belong to them as well," explains Peter Becraft.

Shared Interests Lead to Tasting

This summer, Peter Becraft and two other wine bloggers set up a Cab Franc tasting at the New York Wine and Culinary Center in Canandaigua. Neil Miller, "Stressing the Vine" blogger, and Peter met at a tasting event where Peter was sampling a ARWC Riesling.

"He was impressed with our Riesling so I invited him to ARWC. When we spoke more, he commented how the Rieslings of '08 were overshadowing the '07 reds that were also really good and he thought to set up a tasting of '07 Cab Francs," explains Peter. The two and Evan Dawson from the "New York Cork Report" and WHAM TV Channel 13 in Rochester, worked together to bring winemakers, media and retailers

together for the tasting of Finger Lakes region Cab Francs and benchmarks of the variety from other regions. There were approximately 40 participants from across industries – wine, restaurants and retail.

"We sort of brainstormed on who should get involved and it snowballed and we had a great event at the Culinary Center," says Peter Becraft. "There has been some talk about doing it again but we haven't set up any specifics. Stay tuned, though!"



M-RS, the Ultimate Collaboration

Martini-Reinhardt Selection (M-RS) wines are made from hand-selected fruit and will only be made when the harvest allows. Winemaker Johannes Reinhardt and Vineyard Manager Peter Martini work together to bring in high quality fruit that is hand-sorted so that only the truly exceptional fruit is made into an M-RS wine. Peter is in the vineyard all season long and starts to see where something especially good is happening to a block of grapes. Johannes and Peter Becraft then do regular vine checks in those areas starting as early as August. Selected grapes are hand-picked, hand-sorted if necessary and made into a truly delicious example of teamwork at ARWC.

Due to Mother Nature's heavy hand in this process (another partner, you might say!), we won't make one every year but when we do, we will limit production to less than 150



cases. "This is the ultimate expression of collaboration between the vineyard and cellar, Peter and Johannes," says Peter Becraft.

Last fall, ARWC produced four really high-end dessert wines. "In Germany, the ultimate wine that can be made is a Trockenbeerens," he explains. ARWC made two Trockenbeerens last year, a Riesling and a Vignoles. The winery also produced a Pinot Gris and a Riesling berry selection wine. Watch for these special wines early next year!

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.

Cornell in the Cellar

Like Peter Martini in the vineyard, Winemaker Johannes and Assistant Winemaker Peter Becraft have also worked with Cornell University researchers on clinical trials. While the wine in the trials is never bottled and sold at the end as an ARWC wine, the results can yield some valuable information the winemakers later use to produce a quality ARWC product.

Last fall, the two conducted a simultaneous fermentation trial with a chardonnay. With red wines, the usual process is to ferment the grapes and then introduce malolactic bacteria and ferment further.

"While chardonnay is a bigger, white grape, it also benefits from the malolactic fermentation," explains Johannes. Introduced by a professor at Cornell, the trial was set up to determine if the introduction of malolactic bacteria simultaneous to fermentation would make it softer and creamier.

When the cellar runs trials, they set aside a specified amount of juice to work with according to the researchers' instructions. "They give us directions as to how to treat that lot," says Johannes. "They knew in this case that we were interested in experimenting with our chardonnay so they get to see if the hypothesis works for them and, for us, it might become something to consider for future production."

Your Question, Answered

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

Question: What are the best wines to pair with a special Valentine's meal that includes raw oysters?

There are two of our wines that come to mind and they are made from fruit grown on the Martini Family Vineyard in the Finger Lakes.

The first is our 2008 Vignoles which is a French/American hybrid white grape. Of the original vineyards planted by John and Ann in 1973, these Vignoles vines are the only remaining original plantings. This wine is made from 35 year-old vine grapes. As

Muddy Boots

ARWC Gardens and Bejo Seeds Team Up

The ARWC flowering vegetable garden has a new seed source – Bejo Seeds, Inc., a seed and bulb store in nearby Geneva, N.Y. Bejo Seeds is a subsidiary of Bejo Zaden, headquartered in Warmenhuizen, Holland, and has roots going back to the late 19th century. A casual conversation with Tom Murphy, former Bejo employee, resulted in ARWC making the contact with Bejo Seeds, the high quality vegetable seed producer that distributes their seeds in more than 100 countries.

"The germination yield of the Bejo Seeds has been incredible. We saw the addition of many colorful vegetables plants," says garden guru, Alan Lefko, who maintains the ARWC garden when not tending to their books as accountant. New plants included cabbages, carrots, kale, peppers, Swiss chards, celery, beets, leeks, and fennel. Many are fall crops and added a lot of late-season variety, even



after the early season frosts. The purple kale mixed with the flowering fennel was stunning! "We hope you had a chance too see them. If not, be sure to come back again next summer



and early fall to see what's flowering." You can purchase Bejo seeds at Johnny's Seeds, Park Seed and a variety of other nationally-recognized dealers.

Linda Lefko, associate gardener, shares her Beet with Sour Cream Horseradish Sauce recipe, adapted from "Epicurious":

Creamy Horseradish Beets

- 8 medium beets
- 2 TBS oil
- 1/3 C crème fraiche or sour cream
- 3 TBS prepared white horse radish
- 2 TBS fresh lemon juice
- 1 TBS minced shallot or garlic

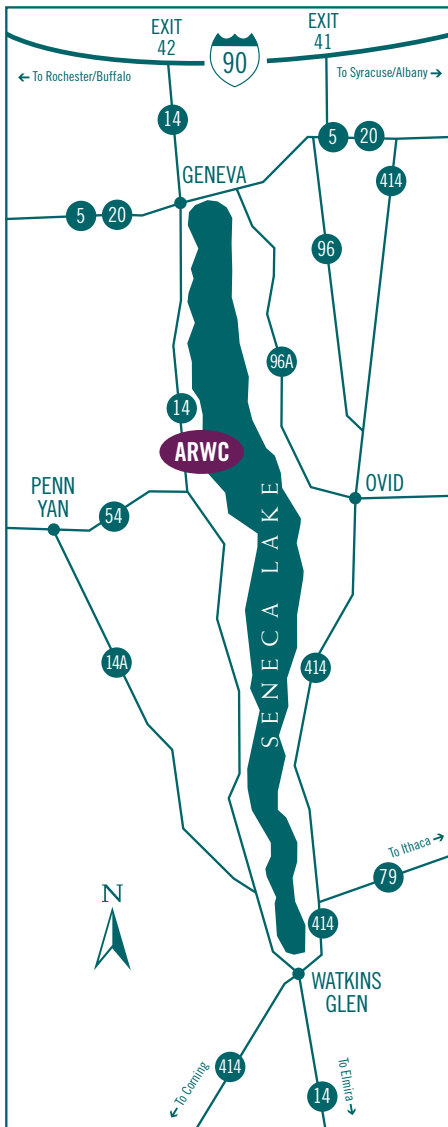
Note: this dish is versatile – serve hot, warm or cold.

Preheat oven to 375°. Trim tops of beets and wash. Toss beets with 2 TBS oil and put in roasting pan. Sprinkle with salt. Cover pan with foil and bake until tender, about 1 hour. Let beets stand covered at room temperature 20 minutes. Peel and cut into 1/2-inch cubes. Whisk crème fraiche (do NOT emulsify) horseradish, lemon juice and shallot in medium bowl. Add beets, salt and pepper to taste. Let stand at room temperature 20 minutes or make ahead 2 hours and let stand at room temp.

Vineyard Manager, Peter Martini tends the very vines that he witnessed the planting of as a child. The Vignoles is an off-dry wine that possesses a healthy balance of sweetness with acidity. It is both bold and beautiful, possessing intense apricot, pineapple and nectarine notes on the nose and sweet brown spice, pineapple and citrus notes on the palate. It is a memorable wine that can pair with almost everything.

The second wine we'd recommend would be our 2008 Dry Riesling. This fruit also comes from the Martini Family Vineyard on the west side of Seneca Lake. This wine exhibits amazing adaptive qualities in terms of pairing with food. Sweet Meyer lemon, blossom, honey and golden delicious notes

on the nose are backed up with tangerine, sweet pear and lemon/lime acidity on the palate. This wine would provide the perfect citrus squirt for the raw oysters and its beautiful balance of fruit and acidity would keep the palate watering. This wine will benefit lighter dishes with nuance and heavier dishes by cutting through such weight with the brilliant Riesling acidity backbone. This wine would fit into the terroir category as the Finger Lakes region has quickly become premier for the Riesling grape and Anthony Road is among the leaders in this Riesling revolution. Riesling could possibly be the best food wine that there is!



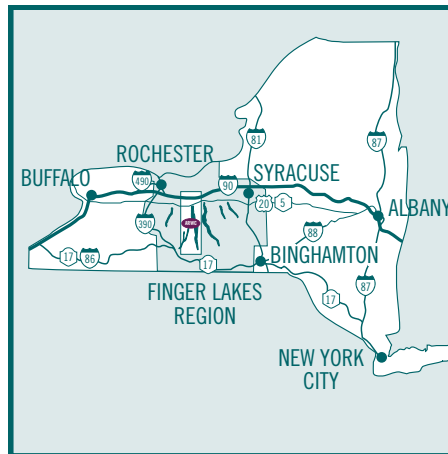
Anthony Road is ten miles south of Geneva off Route 14.

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.



ANTHONY ROAD WINE COMPANY

1020 Anthony Road
Penn Yan, New York 14527
p: 315.536.2182
800.559.2182 (toll free)
f: 315.536.5851
e: info@anthonyroadwine.com
w: anthonyroadwine.com

Member of Wine and Grape Foundation,
Seneca Lake Winery Association,
Wine America, Wine Grape Growers of America,
Finger Lakes Culinary Bounty and the Farm Bureau

Awards

Grand Harvest

2007 MRS Riesling – Gold
2007 Dry Rose – Gold
2007 Dry Riesling – Gold

Finger Lakes International

2007 MRS Riesling – Silver
2007 Sweet Dream – Gold

IEWC

2008 Rose – Silver
2007 Cabernet/Lemberger – Silver
2006 Tierce – Triple Crown – Best
White Wine, Best Dry Riesling &
Riesling Champion

Pacific Rim

2007 Dry Riesling – Gold

Riverside

2007 Dry Riesling – Gold
2008 Semi-Sweet Riesling – Gold

NYS Fair

2008 Rose – Best of Category/Gold

NY Food & Wine Classic

2008 Semi-Dry Riesling – Governor's
Cup
2008 Semi-Sweet Riesling – Double Gold
2006 Tierce – Double Gold

Indy Intern'l

2007 Cabernet/Lemberger – Silver

Wine Enthusiast July 2009 Issue

2007 MRS Riesling was given a
rating of 86
2007 Vignoles received a rating of 85

Florida State Fair 2009

2007 Chardonnay – Silver
2007 MRS Riesling – Silver

Wine Enthusiast April 2009

2007 Sweet Dream was rated 87

