

LLWC Spring 2018 Newsletter

Club Wine

As is our club policy, we try very hard to guarantee access to new releases & pre release them to members 2 times a year. 2018 is no exception. This wine club release we are super pumped to give our club members' first access to a brand new wine: our 1st vintage of a fun & flirty fizzy wine which we have named **Bubble de Bubble 2017!** We hope you love it in a flute cocktail, over ice, with ice cream, on a boat, during a float....This wine is in contrast to many serious wines we make at Laurentide but still produced with a portion of our fabulous Chardonnay 2017 harvest. The sweetness comes in just above "Brut" level. We have introduced our bubbly at an affordable price point, in a stunning reverse image black Laurentide label & clear bottle finished with a Stelvin screw cap so everyone can easily open this to celebrate 365 special days a year!

The 2nd of the club duo is our 4th vintage of **Pinot Noir Rosé 2017**, a dry Rosé with the most delicate pink hue yet attained. We strived for a Provençal type Rosé: pale & quite dry, returning to the black Stelvin screw cap. The aroma is appropriately roses upon roses & the flavor descriptors are strawberry, watermelon & pomegranate. This wine is incredibly versatile with a universe of foods & carries on from season to season & cuisine to cuisine.

Weather/Vineyards

Winter seemed to last longer than ever & spring is certainly taking its time. We cross our fingers that Mother Nature does not throw us a late frost but we are still into dormancy here on the Leelanau peninsula which is a good thing. The baby vines from last year's planting did very well through the year to date & the meadow vineyard in front of the tasting room might just yield enough juice this fall for a dessert white wine!

Club Happenings

This year our spring wine club release coincides with a personal date for us: our daughter Calla's college graduation! We have therefore upped the date for the release by 2 weeks which I think makes everyone happy! **Therefore the official spring release pickup date is APRIL 14th & Wine Shipping will commence APRIL 16th!** In order to both simplify our wine club shipment process & grant the best deal in shipping, we will continue to honor a **FLAT RATE for 2018 at \$18 only for 6 & 12 pack LLWC members for the Spring & Fall LLWC shipments.** Laurentide will absorb the considerable remainder of the cost of shipping. We thank you in advance for your patience in getting the literally hundreds of shipping boxes out the door. We will work our hardest to get them to you as quickly as possible. If you do not pick up your wine as you scheduled, it will be shipped out by 4/30/18. Please Note: Any other shipments beside LLWC releases will retain their standard rates.

Retention Winner: Gerald Smith, you are the spring 2018 winner! Come in to Laurentide by 10/27/18 & your prize awaits. Thank you for being a long-term member of the LLWC!

Save The Date: The entire month of August is again set aside for **Vertical Library Wine Sales** at the tasting room so schedule your visit to the tasting room to pick up your favorite library vintages from our cellar.

Love oaky aged reds & whites? Join **The Premium Club!** This is separate from the standard LLWC & is comprised of 1 annual shipment in December consisting of our estate Reserve Chardonnay & Reserve Meritage. Please inquire for more information & about the benefits of joining!

At Laurentide & Beyond

Did you know we do **Private Laurentide Vineyard Tours?** Did you know we do **Private Small Plate** events? Check out our information about reserving a custom private affair for you & your guests! Looking for a venue for a reunion, anniversary party or business celebration? Rent our Tasting Room! You get a discount & a private facility to hold a very special party indeed! Call & reserve a space.

Check out **Michigan By the Bottle (MBTB) in Auburn Hills** as we continue to be an active partner with several of our wines on the shelves at the same price points. We continue working on another partnership location downstate so stay tuned as we hope to make the announcement very soon!

Lastly, thank you for your many kinds reviews on Google, FB & Trip Advisor this year & sharing your club experiences with friends. Your advocacy as Laurentide friends can't be overstated & we truly appreciate as many of these social media mentions as possible. Please keep reviewing, clicking & liking...

Best regards & thank you for reading!
Susan & Bill Braymer, owners Laurentide Winery
info@laurentidewinery.com