



After a long hiatus, the PC club is back with 3 new releases and 1st choice and guaranteed access to PC members:

RESERVE MERITAGE 2020 (prior release 2018)

RESERVE CHARDONNAY 2020 (prior release 2017)

PINOT NOIR 2020 (prior release 2015!)

These limited wines are in the final stages awaiting bottling this winter and the news is that great things come to those who wait! Even more exciting is the announcement that all 3 of these wines will be available in 2 formats: 750ml or standard size and 1.5L or Magnum size affectionately known as “Big Bottles!”

WHY THE LONG WAIT?

Well, there are several reasons. The most important is that PREMIUM wines are produced when quality is at peak and the extra work, aging and expense are warranted. In the case of the Pinot Noir, agricultural vectors like the spotted wing drosophila were finally mitigated with the elimination of the cherry trees which provided a feast for the pests in July but devastated Pinot Noir berries each September! Our red block with our Bordeaux varietals, finally matured and the field blend is truly one of a kind.

In general, 2020 provided Laurentide vineyards with fantastic growing conditions that allowed production of these 3 premium all estate wines.

WHY THE BIG BOTTLES?

Well, there are several reasons! The most important is that when you purchase 2 sizes of bottle for aging, you can drink the smaller bottle earlier and SAVE the larger as it ages more slowly (volume/air/cork ratios....). Magnums are a fantastic format for parties, celebrations, special events and are just great fun! Plus double bottles are a little “greener” with less packaging and glass to recycle! We have spent considerable time developing a new oak program which resulted in an injection of a variety new French barrels of unparalleled pedigree chosen to flatter and draw out the best expression of our Leelanau fruit and wine style with an elegant European touch. We urge all members to purchase both sizes of all 3 types and cellar them for some time in their libraries to compare and contrast. The flavor profiles will be delicious to uncork!

HOW TO BE A PC MEMBER:

- A.** If you are an existing member of the PC club, we hope you will be able to start picking these wines up mid February. The exact starting date will be sent in a reminder note.
- B.** If you are an active LLWC member but not a PC member please join! The PC club signup is complimentary for existing LLWC members. Email, phone or click the link below to become a PC member too and receive annual premium wines at PC club prices!
- C.** If you are not a LLWC member, you are also very welcome to join the PC club and the signup fee is \$50. Or, join our standard club, the Laurentide Lovers Wine Club (LLWC) and the PC signup fee is waived!

For this release, the pickup time frame will be extended until the end of March unless notified and prepaid. We will have these bottles opened for complimentary PC member tasting. Please make an appointment online to fully experience these wines in a seated setting.

NITTY GRITTY DETAILS:

THE PC CLUB RELEASE PICKUP WILL CONSIST OF ANY COMBINATION OF THE 3 PC WINES IN THE 2 SIZES TOTALING A CASE.

1. For example, 3 Magnums of Pinot Noir plus 3 Reserve Chardonnay standard bottles plus 3 Reserve Meritage standard bottles equals a case. For another example, 2 Magnums of Pinot Noir, 2 Magnums of Reserve Chardonnay and 2 Magnums of Reserve Meritage also qualifies as a case.
2. You are NOT required to purchase all 3 varietals; thus if you are not a white wine lover, ANY case combo of the reds will satisfy the PC club requirement.
3. Once you have satisfied this annual club case requirement, you will be able to continue to purchase the PC wines with the PC discount on the release price regardless of any changes in price at the tasting room until the next PC club release.

Continued...

RELEASE PRICES:

**THE DISCOUNT FOR PC MEMBERS WILL BE
25% OFF THE RELEASE PRICE:**

RESERVE MERITAGE 2020 std 750ml/Magnum 1.5L

Release Price: \$40/\$60

PC member: \$30/\$45

RESERVE CHARDONNAY 2020 std 750ml/Magnum 1.5L

Release Price: \$30/50

PC member: \$22.50/\$37.50

PINOT NOIR 2020 std 750ml/Magnum 1.5L

Release Price: \$35/\$55

PC member: \$26.25/\$41.25

SHIPPING DETAILS:

If you are not able to pickup anytime in March, we will ship the wines in April (unless notified and prepaid to hold). However, due to shipper box constraints and bottle safety concerns, members that choose to ship will be limited to 12 standard bottle size combinations of the PC wines only. These standard size bottle cases will be shipped COMPLIMENTARY. Note: we will hold Magnum size bottles prepaid indefinitely until pickup if so desired.

Thank you for understanding.

Yes, it is a lot of information. Please email or call if you have questions.

We are very excited to expand our choices of luxury wines for you to enjoy for years to come.

Cheers!

Susan and Bill Braymer

Laurentide

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