

LLWC Members FALL 2017 Release & Newsletter

CLUB WINE

Our 8th LLWC release is our most ambitious to date as we launch a brand new product into our lineup & the 1st released in Michigan, **Laurentide Fume' Blanc** from the extraordinary 2016 harvest. Please read our separate writeup on Fume' Blanc for a more detailed explanation of Fume' Blanc 2016. The 2nd wine included for this pre-release is another dry wine, already winning Gold & extremely drinkable: our **Laurentide Pinot Gris 2016**.

WEATHER/VINEYARDS

Although an overall wetter summer, this assisted our newest baby vines planted 2017 spring boosting their leafy vegetative growth & forming healthy root foundations which set a great course for the formation of the vines. The harvest was saved by the wonderful "Indian Summer" days which ushered in some much needed warmth & sunlight to complete the veraison & ripening throughout September & October. All of our varieties have been harvested by mid-October with very nice yields- quality & quantity.

CLUB HAPPENINGS

EVENTS: We had several events at Laurentide tasting room, some specifically for LLWC members & others including the general public which LLWC members received discounts. The entire month of August for Vertical Library Wine Sales was a continuing success & many LLWC members now possess some beautiful verticals in their cellars. Several vintages of wines are now sold out but happily new vintages will fill in their places next August when we do it all over again! Small plate & music events were scheduled throughout the summer & if you missed them, please be sure to follow us on FB to Save the Dates as I publish them in advance.

REMINDER: In order to both simplify our wine club shipment process & grant our very best customers (YOU) the best deal in shipping, we will honor with **\$17 FLAT RATE only for 6 & 12 pack LLWC members for the Fall 2017 LLWC shipments**. Laurentide will absorb the remainder of the cost of shipping. **Please Note: Any other shipments beside LLWC releases will retain their standard rates.** If you do not pick up your wine as you scheduled, it will be shipped out by 11/30/17.

RETENTION WINNER: John Mooneyham, you are the winner! Come in to Laurentide & your prize awaits! Thank you for being a long-term member of the wine club. Speaking of membership, the LLWC gained many members this year, so many in fact that we have temporarily put a hold on signups & have a wait list! As most of you know, we are a very small operation with a few but dedicated staff. We thank you in advance for your patience in getting the literally hundreds of boxes to be shipped this fall out the door & will work our hardest to get them to you as quickly as possible.

BRAND NEW PREMIUM CLUB OPTION

As 1st mentioned in the Spring release, we formed a separate & new club option for existing, active LLWC members called **THE PREMIUM CLUB**. Please read the enclosed & sign up if you are interested! Simply fill in & scan back to me at info@laurentidewinery.com. An incredible estate oaked **Reserve Chardonnay 2016** & a wonderful red **Reserve Meritage 2016** will be 1st released & shipped separately in December 2017 to **Premium Club** Members only. Come to our 1st **Premium Release Pickup Party** on December 2, Saturday, with Free VIP tasting for **Premium Club** Members. We invite all LLWC members to join the **Premium Club** & the party! We will celebrate the upcoming Holiday Season with music played by the Festivo Brass Quartet from 3-5PM. **Premium Wine** not picked up by 12/31/17 will be shipped.
(Note: Inactive members or non LLWC members will have an option to join THE PREMIUM CLUB for \$100.)

AT LAURENTIDE & BEYOND

LASTLY: Ben & staff have worked very hard inputting many LLWC members into our Square database to help speed up your checkout as well as give you perks as returning visitors. I have worked on Square marketing emails that are specifically directed at LLWC members alerting you to Wine of the Month (WOM) specials as well as other campaigns which benefit your bottom line. Remember as club members, we do honor your club discount on wine which we can now ship to 37 states. Just email or call & we will be sure to give you that 15% off if the state is on the list! Thank you for your many kinds reviews on Google, FB & Trip Advisor this year & sharing your club experiences with friends.

OTHER: Can't make it Up North? Check out **Michigan By the Bottle (MBTB) in Auburn Hills, MI** as we continue to be a partner with several of our wines on the shelves at the same price points. We are actively working on another partnership location downstate so stay tuned as we hope to make the announcement very soon.

Did you know we do private tours of the vineyards? Email for details. Did you know we do private Small Plate events? Email me for details. The Holiday season is around the corner. 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.

Thank you from Susan & Bill Braymer, owners Laurentide Winery
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