

LLWC Spring 2020 Newsletter

Club Wine:

Thank you as always for being “ExpLaurentide” members- willing to explore new wines and trust in our selections.

The wines included in this pre release are truly exciting and we feel will please many palates. For the 1st time, we present 2 estate Rosés this spring and hope these fundamentally happy wines will raise your spirits. We present our flagship varietal and also 100% estate Sauvignon Blanc in its 9th vintage expressed in a uniquely Leelanau way. This spring our 13th club release we offer 3 dry wines to our members:

Brand New: Risqué Rosé 2019, Pinot Noir Rosé 2019 and Sauvignon Blanc 2019

Tasting Notes:

Risqué Rosé 2019 New Release Price: \$21 LLWC Price: \$17.85

Brand new and innovative, Risqué Rosé is our fabulous Meritage blend. This is an extremely fun quaffable wine and goes down much too quickly! This is stupendous by the glass but will stand very well with any food as should all great dry Rosés. Berries and ripe red fruit overwhelm. It's light smooth delightful pink sensation, rounded and racy! Are you ready for Risqué?

Pinot Noir Rosé 2019 New Release Price: \$18 LLWC Price: \$15.30

Our Pinot Noir Rosé is 100% Pinot Noir and we maintain its dry, strawberry, watermelon rind notes as in the past. Cranberry and pomegranate predominate in a crisp and versatile food wine. This vintage is satisfying with most foods and excels to counter the heaviness of luscious creamy sauces and rich dishes.

Sauvignon Blanc 2019 New Release Price: \$24 LLWC Price: \$20.40

Lastly, Sauvignon Blanc 2019: OK, can you say Grapefruit? The biggest monster yet created from the now 2 mature blocks of Sauvignon Blanc on the Laurentide vineyard. In my humble opinion, our flagship wine continues to rock and we think you'll agree. Also, we offer this at a great price as we had excellent quantity and quality at harvest.

Weather/Vineyards/Production:

Weird weather, weird year to say the least! As I write this spring newsletter, the snow is drifting down. For those out of state, that may seem bizarre but it's very true. From the fall to now we have completed harvest and are in midst of wine production. All varietals came in at least or above normal quantity and great quality. Most 2019's are finished but some are on hold due to the virus that has gripped the nation. Be assured that they will finish and be bottled later spring or summer. Work starts slowly this time of year in the vineyards and our crews are here practicing social distancing and safe protocols.

Club Happenings:

April 25th Saturday is our official release date. The state of emergency, our closed tasting room, and the stay at home mandate has fundamentally changed the way we will execute the release this spring as follows.

ALL wine will be charged and then shipped whether you are a ship or a pickup club member. Clearly, the best aspect of being at home is that you get to wait for the UPS truck to deliver wine as opposed to hand sanitizer! The only exceptions to shipping are local members who advise us by **April 25th** and are available to pick up their club wine during 3 prescribed days and times (Mondays, Thursdays and Saturdays 2-4pm). Please understand, there will be NO inside sales. These are pre-arranged, pre-paid CONTACTLESS SIDEWALK PICK UPS.

We request the following by April 25th as shipping will commence on April 27th:

- IF you need to update your shipping and/or billing address, please email the information by using our contact tab on our website: <https://laurentidewinery.com/contact.asp>
- IF you need to update your credit card information, please email as above or phone **231 994 2147** and leave a message with the billing zip.
- IF you need to add on wine to your 6 pack, please email as above with the request to make a 12 pack.

This spring, we honor a flat shipping rate of \$10 for 6 packs and SPECIAL FREE SHIPPING for 12 PACKS! (No other shipment sizes.)

Special Note: Retention Winner: Linda Zylstra you are the Spring 2020 winner! We will include your prize in your shipment. Thank you for being a long-term member of the LLWC!

At Laurentide & Beyond:

Can't visit us in person but once a year? Then visit us anytime online! Place a wine order for any wines on our current menu online and if the total is **\$160 or more, you receive free shipping and packaging!** During this crisis you may already be aware but we reemphasize that when you place a shipping order **Laurentide donates 10% to the <https://unitedwavsem.org/covid-19-donation-page/> COVID19 Community Response Fund United Way for Southeastern Michigan.** I update the donation weekly and we are approaching \$1000 so please keep the orders rolling! We have rotating promotions both **MidWeek and Weekend Case Specials** with free shipping, so look for your favorite wine- you will get a great deal!

Local resident needing wine? To keep you and our staff safe, Laurentide made the difficult decision to close to customers several weeks ago. However you may visit our square site: <https://squareup.com/store/laurentide-winery> place an order, request a day and time and your wine will be packaged and placed for CONTACTLESS SIDEWALK PICK UP Monday, Thursday and Saturday 2-4pm.

The Fall in Laurentide Sip and Supper Series was a great hit. We hoped to repeat with **Spring Sip and Supper Series**. This will be postponed until summer. Look for the tickets on line and enjoy your weekend up north or just have a great Friday date night at Laurentide with a 4 course wine paired meal.

Our partner tasting room **Michigan By the Bottle (MBTB) in Auburn Hills** is creatively serving their customers in the southeastern part of the state so drive by and pickup wine! Additionally we have renewed our distribution efforts with **Imperial Beverage** across the state so ask your favorite restaurant to carry Laurentide wine and we'll try to make it so!

Social:

Keep up to date on ALL we do by visiting our website, <https://laurentidewinery.com/index.asp> or FB. Thank you for your kind letters this spring offering support and giving us insight into how our wine bridges gaps and can sooth souls. Laurentide Lovers advocacy spreads the word about our family owned business. Please keep reviewing & liking on Google, FB & Trip Advisor. Every click matters.

Susan & Bill Braymer, owners Laurentide Winery