

## LAURENTIDE WINERY MEDIA KIT

### THE DETAILS:

**Owners:** Bill and Susan Braymer

**Vineyard Established:** 2006

**Tasting Room Established:** 2012

**Primary Varietals Grown:** Pinot Noir, Pinot Gris, Chardonnay, Riesling and Sauvignon Blanc

**Amount of Planted Land:** ~14 acres

**Wine Production:** ~1500 cases

**States Distributed To:** Michigan

**Distributor:** Imperial Beverage

**Shipping Out of State:** Yes 37 states

**Tasting Fees:** Yes

**Wine Club:** Yes

**Top Sellers:** Sauvignon Blanc, Pinot Noir Rose

**Winemaker:** French Road Cellars

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### OUR QUOTE:

*"Flawless cool climate estate wines grown on a peninsula carved by glacial forces."*

### THE HISTORY:

We fell in love with the Leelanau peninsula while vacationing here from California. Bill is a Kalamazoo native and we meet in Ann Arbor as students. We have lived in several states, even growing vines and making garage wine in California, but our dream was to always return home to the great state of Michigan. We were able to attain that goal in 2006 when we purchased our Cherry farm and started removing trees and planting vines instead. We still live downstate part of the year and are transitioning Up North as circumstances allow. This business forces patience, faith and long-term goals and visions. We started the dream in 2000 and started selling wine in 2012. That should give you an inkling of the process anyone who attempts to join this crazy business could face. This is why I just smile when people say "there are so many wineries all of sudden up here". They all took years if not decades to form.

We took the search for a name very, very seriously and did intense research into the area and the geography. Laurentide came about because of the geologic story of the region. Laurentide is the name of the last great ice sheet that covered the peninsula and in fact most of the northern tier of the US in the last ice age. 10,000 years ago, the ice started to recede for the last time and this upheaval uncovered the ancient sea floor from the Devonian era. This was a time when Leelanau was located south of the equator under a tropical sea with all the associated corals. These fossilized creatures consist of minerals like calcium and limestone that breakdown and feed the soil today. We honor the history of the soil with this name and feel that Leelanau is a special place for growing vines and fruit of all manners. We created our logo as a wine glass shaped vine filled with Petoskey stones to show the relationship between the earth and what fills your glass. This is why our tag line is **Wine is History.**

### THE EXPERIENCE:

Don't miss one of the 1<sup>st</sup> 100% estate grown Sauvignon Blanc grown in Michigan!

### STORY IDEAS:

We always ask writers to leave all preconceived ideas behind when they taste Michigan wines. Hopefully, their mission as stewards should be fair and unbiased reporters of their observations. To that end, I challenge them always to taste our products side by side with Pinot Noirs from Oregon, Chardonnays from California or France, Pinot Gris or Grigios from Italy, Sauvignon Blanc from New Zealand or Sancerre, Rieslings from New York or Germany BUT I challenge them to do these in controlled blind tastings. I guarantee surprises!