



The Pillager's Press

April 2010



345 South Adams Street • Green Bay, WI 54301 • 920.431.9255 • www.captainswalkwinery.com

Captain's Walk to Release Two New Wines!

For all of those who have been waiting for something new as well as something locally grown, we are excited to announce the upcoming releases of two new wines! By summer, you will be able try 7 Seas and Captain's Mistress!

Seven Seas is a blush wine soon to be released for \$12 per bottle. Is there something about the number seven? This blend contains two Northeastern Wisconsin-grown grapes, Marechal Foch and Frontenac Gris, plus five more from across the country, Chardonnay, Gewurztraminer, Muscat Canelli, Traminette, and Vignoles. Finished in a semi-dry style, this is sure to be a summer favorite.



Our winemaking crew has been experimenting with another promising new grape hybridized in frigid Minnesota! From the Cold Hardy Research Station at the University of Minnesota comes the Marquette grape. Marquette is a complex hybrid that is the grandchild of Pinot Noir. It has family ties with native grape Vitis Riparia, often encountered along fence lines and river banks in Wisconsin. About three years ago, Bill Schmiling planted several rows of Marquette vines in his Stony Creek Vineyard in Door County. Despite a very cool and dry 2009 growing season, Bill was able to achieve sugar levels of over 26 percent with these three year old vines! For a hybrid grape, this can prove daunting even in seasons with a long warm summer!

Since the Marquette grape is very new to the wine industry, very few winemakers have had the chance to work with it. UM suggests that it is an exceptional variety to make dry or off dry red wines, and it is a great blending constituent with other reds. As with many hybrid grapes (or any other grape) grown in the cool continental north, higher acidity is something that must be contended with! Due to the higher acid level, we chose to try something that has yet to be described and produced a fortified Port style wine with this Marquette variety.

When producing a wine of this style, high proof brandy is added part way through fermentation. It subsequently ceases fermentation leaving unfermented sugars and a profound fruity character. This residual sweetness balances the naturally tart acid of this year's harvest. This robust red was then aged for several months in a single oak barrel where the flavors melded into rich aromas of chocolate and round notes of raspberries. Fittingly named Captain's Mistress, this wine is soon to be released in a 375ml bottle. Only 40 cases produced!

Maiden Voyage Official Commemorative Wine of the Tall Ships Festival!



A special bottling of our estate grown Maiden Voyage will carry the seal of the 2010 Tall Ships festival. It will be the official wine of the event, and we will be the exclusive winery on the grounds! You may purchase this special wine along with four other Captain's

Walk varieties at the event, and the wine will be available at the winery and at our exclusive partner, Festival Foods.



The Baylake Bank Tall Ship Festival is part of the American Sail Training Association's (ASTA) Tall Ship Challenge®. Green Bay is one of only six ports in the USA and Canada and the only port in Wisconsin to be honored as a host.

Whether you are touring these vintage sailing vessels, relaxing on a sailaway, enjoying the entertainment or partaking food and drink from dozens of vendors, this event is truly one of a kind.

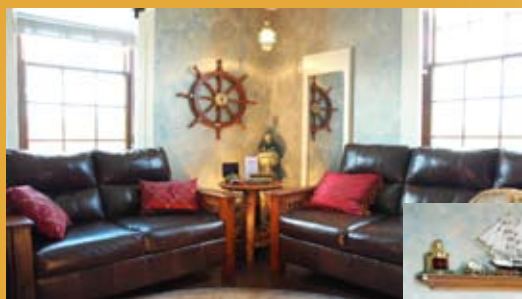
Mark your calendars now for August 13-15, 2010! Find out more at www.tallshipgreenbay.com.

Captain's Walk Sponsoring Fridays on the Fox

"Fridays on the Fox" will be a series of events running from June to September from 6 p.m. – 9 p.m. The series will promote a wide range of activities including music, outdoor movies, strolling entertainment, food, micro-brews, and wine. These events will take place in downtown Green Bay on the new "CityDeck" near the Main Street Bridge with free parking in all City ramps and lots.

**Try our wine & chocolate flight
3 wines, 3 chocolates, Just \$8**

CAPTAIN'S QUARTERS



4 Bottles of Wine
4 Times per Year
25% Off



No sign-up fee
Extra 5% off of all wine purchases*
25% off all wine-by-the-glass purchases
Specials and appetizers at our pick-up parties
Captain's Quarters room to enjoy your wine!

*Discount off of regular prices.
Maiden Voyage and 1.5L Disappearing Treasure excluded.

Captain's Club Specials April 1 through May 31, 2010

Two Free Bottles - Receive two free bottles of wine when you buy a case (normal 15% quantity discount still applies to this special).

Captain's Party Sampler - Pillage an extreme deal when you purchase this treasure chest of one of each of Captain's Wines.

(Chardonnay, Sauvignon Blanc, Riesling, 7 Seas, Sangiovese, Merlot, Cabernet Sauvignon, Captain's Red, Gewurztraminer, Captain's White, Maiden Voyage, & Disappearing Treasure) No Substitutions.

Retail Value \$224; **Captains' Club Members \$149**. Save \$75!

Free Glasses - Receive one Captain's Walk tasting glass when you buy six bottles.

Free Shipping on a case (up to \$25 in value).

Above specials cannot be combined with each other, or any normal pricing or offers. One case is twelve bottles of wine. Other exclusions may apply.

Wisconsin Ledge AVA

An American Viticultural Area (AVA) is a designated wine growing region in the United States that is distinguished by a set of unique geographic characteristics. The Alcohol and Tobacco Tax and Trade Bureau (TTB) division of the U.S. Treasury defines the boundaries of the AVA as requested by the various wineries within a region.

Recently, a push to make a portion of Northeastern Wisconsin into an AVA has come to fruition. The "Wisconsin Ledge" covers nearly 3,800 square miles and extends from the tip of Door County southwards to Port Washington, westward through the Kettle Moraine, and northward to Lake Winnebago and the Fox River.

The Wisconsin Ledge refers to the easterly sloping surface of the Michigan Basin, of which the Wisconsin Ledge forms the exposed western edge. This unique geologic region has many of the elements needed to ensure a successful wine-growing region. The gently rolling topography of the region, along with sandy loamy soils, abundance of groundwater and lakes, and a number of hybrid vines that can resist subzero temperatures are some of the reasons why the Wisconsin Ledge has become the second AVA in Wisconsin, along with the Lake Wisconsin AVA of south-central Wisconsin.

Eleven wineries exist as well as numerous vineyards in the Wisconsin Ledge AVA. The types of grapes grown here are not limited to certain species; the method of winemaking is not specified; and the size of the crop yield is not defined.

There are not inherent distinct advantages to being within an AVA, but participating wineries can use the AVA designation on their wines to garner a marketing demand for their products. There are many opinions about AVAs that exist today varying from undying support to harbored suspicion. The Wisconsin Ledge may enhance the recent image of Northeastern Wisconsin as a wine grape-growing region and will serve to increase product awareness as well as serving as a boon to the region's tourism industry.

Grapes used in our Maiden Voyage, Seven Seas, and Captain's Mistress come from the Wisconsin Ledge. These grapes include Marachel Foch, Frontenac, Frontenac Gris, and Marquette.



GO GREEN SPECIAL

Could you handle doing something good for the environment while enjoying your favorite wines?

We would like to help reduce your carbon footprint! Buy six bottles of Captain's Walk wine, take advantage of the normal 10% discount, and receive a FREE reusable wine tote. A **\$4.95 value**.