



LAKEWOOD

VINEYARDS

4024 State Route 14, Watkins Glen, NY 14891 · Phone: 877-535-9252

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Lakewood is for Louvers

Last year, in our unrelenting quest to provide our visitors a more memorable “Lakewood Experience”, we razed our aging outdoor deck and replaced it with an upgraded version, replete with new railings and an outdoor tasting bar. It was a wonderful place to sample our wares, WHEN IT WASN’T RAINING (which it did all of last summer). Obviously, to gain more utility from this space, we needed a roof, but we really didn’t want to detract from the breezy outdoors feel. Many an idea was bandied about, but nothing fully addressed our conundrum, which, in a nutshell was: we wanted a roof, but we didn’t want a roof. As it turns out, “they” actually make such a thing and it’s called a louvered roof. It’s like horizontal Venetian blinds on steroids. It was the solution we’d been searching for. Plans were finalized over the winter and as soon as the frost was out of the ground this spring, construction began. Now complete, we can allow our guests the perfect degree of Finger Lakes sun, or close out less agreeable weather, all with the press of a button. For the present, we believe we are the only Finger Lakes winery offering such a versatile wine tasting space. Obviously, you need to

come taste some Lakewood wine in our spiffy new venue. We think you’ll “louve” it.

Editor’s note: Tasting room management has informed this lowly scribe that the deck tasting area (aka “Vineyard Bar”) is available by rotation and they can’t guarantee immediate access. *And*, they want to make it perfectly clear that they don’t want you to get angry with them if they give you a taste of wine at one of our other bars.



Lakewood’s deck with the louvered roof.

Photo by Norrie Cornelius

Lakewood is for Louvers Deck Party

Featuring THE VOID UNION



The Void Union

On July 27th, The Void Union will take the stage on our new, functionally enhanced deck (see “Lakewood is for Louvers” above). By fortune of circumstance we managed to book this awesome Boston based Ska band. What’s Ska? I knew some of you would ask so I googled it. Wikipedia says, and I paraphrase, it originated in Jamaica, and was a precursor to reggae, combining elements of calypso and American jazz. Wikipedia goes on to say that it’s great music to listen to while enjoying a glass of Lakewood Vineyards wine (Ya gotta love Wikipedia). The band’s percussionist, Jesse Hayes, happens to be from this area. What’s more, he worked the summer of 2001 at Lakewood before growing crazy hair and becoming a professional musician. Just returning from a European tour, The Void Union plans to kick back and relax in the Finger Lakes for a few days and agreed to play for us. We’ll have

food trucks on hand to satisfy your hunger and Lakewood wine to slake your thirst. We hope you’ll join us July 27th starting at 6:30. Cost is \$10pp and includes a stemless wine glass and your first fill. No reservations needed. Bring a lawn chair.

Being Single

By Chris Stamp

I must state here at the outset, my wife and I are still wed. Happily, I believe, but I will check with her this evening. For the moment though, I'd like to say a few words about *single vineyards*. You won't find single vineyards on a dating site, but rather as a special wine label designation. To bear the "single vineyard" designation, a wine must be at least 95% from a particular vineyard. Whether deserved or not, single vineyard wines often command a higher price than their portfolio peers. The logical assumption being that single vineyard wines will express a more distinct sense of place, or *terroir*, than their blended counterparts. To get the big picture, let's zoom out to a satellite view of the entire United States. If your wine is made from grapes grown anywhere here, then it may use the "American" appellation. Wines produced from such a broad geographical area can be grown anywhere from hot dry climates to cold and wet, so understandably you can't glean much about a wine based on this appellation. This doesn't mean the wine won't taste good but it probably won't be worthy of contemplation. I like to think of these as "McWines", although I'd never say it out loud.

As we zoom in to the Eastern US, past the Great Lakes, right down to the Finger Lakes, it's easy to imagine the grapes grown here will increasingly speak of their common origin. If we keep zooming in right down to a single block of grapes, one might expect to find the most profound expression of *terroir*. If this is true, why don't we produce *all* of our wines as single vineyard releases so as to best

illustrate *terroir*? First, it's important to remember the definition of "*terroir*" isn't "high quality, well balanced wines", it simply means expression of place. Sometimes drawing from several vineyards can create a more complex, balanced wine and retain *terroir* in every sense of the word. An example would be Lakewood's 2017 Dry Riesling that we will soon be bottling. It is a blend of 3 different blocks of Riesling separated by less than a mile. One block showed a beautiful floral, citrus blossom aroma, another showed peach and apple notes while the third block showed an appealing grapefruit quality. These are all classic expressions of Finger Lakes Riesling. As a blend, the wine is more interesting, balanced and complex than any one of its parts and figuratively screams FINGER LAKES RIESLING.

On the flip side we've found certain wines are perfect candidates for single vineyard bottlings, like our *Naked Run* Pinot Noir and *Gigliotti Vineyard* Pinot Gris. These examples exhibit the distinctive characteristics of a single block of grapes. Decisions are made every vintage based on aromas, flavors and balance with the goal of making the best wine possible. And, as all the grapes that have ever gone into Lakewood wine are from the Finger Lakes, they will always have a sense of place, and that's hopefully on your table.



Do It Yourself Steak Dinners - 2018



Doing it themselves in 2017

Just like summer, Lakewood's long running "Do it Yourself Steak Dinners" are back! Lakewood's "Do it Yourself Steak Dinners" provide everything you need for the perfect summer cookout: Delmonico steak, salad, baked potato, dessert, and yes, a bottle of wine/couple! The only catch is, you do your own grilling! But no worries, we'll provide a smokin' hot bed of coals. And don't forget the entertainment.

On July 7th, Uncle Joe and the Rose Bud Ramblers will play a mix of traditional songs and fiddle tunes "from before you were born".

August 11th, we welcome back Jimmy D as he performs Frank Sinatra songs. Start time is 6:30pm. Cost is \$68/couple for Rose Guild members, \$84/couple for "not-yet Rose Guild members". \$10 for children with hotdog or hamburger.

Make your reservations, as these events always sell out.

For reservations call:

877-535-9252 or e-mail:

wines@lakewoodvineyards.com

Dine by the Vines

If you're on your way up the Seneca Lake Wine Trail with your picnic basket in tow, we invite you to stop at Lakewood and settle-in at one of our picnic tables. Situated on our lawns amidst the vines and carefully tended gardens, you can enjoy the Finger Lakes while catching your mid-day repast with a glass of Lakewood wine. If you didn't pack a picnic, create a local cheese board from our cooler.

Just the Biggies



We try not to fill our newsletter with a lot of bragging about wine awards unless they're real biggies, understanding that it mostly sounds like "blah, blah, blah". That said, we do have a couple of accolades we think deserve mentioning.

Lakewood's 2017 Bubbly Candeo was recently awarded Best Sparkling Wine at this year's Florida International Wine Competition. As we all know, bubbly is for celebrations (big, small and fabricated), so of course we celebrated our good fortune

with a glass of Bubbly Candeo.

In another recognition to rise above the pall, our 2016 Lemberger earned Lakewood the title Lemberger Winery of the Year at the Berlin International Wine Competition. We decided a fitting celebration was a hearty glass of this winner and a 2" thick grilled Porterhouse steak, although we settled for hamburgers. Yeah, we're alright going budget on the beef, as long as the wine is top shelf.

Web Site

It's 2am and you've been tossing and turning, unable to sleep. The root of your angst is a dwindling wine cellar. We've all been there. Your favorite bottles were emptied with the last round of entertaining and now, in the wee hours of the morning, the ghost of parties past has come to steal your sleep. But you have a powerful tool to fight back. It's called lakewoodvineyards.com. With a few mouse clicks, help is on the way. Check out our totally revamped web site with easy navigation to on-line ordering, current vintages, pictures, news and more. Then return to bed satisfied that wine is on the way.

Wines	Price/Btl.	#of Btls.	Total
2016 Chardonnay	\$14	sold out	_____
2016 3Gen. Riesling	\$20	_____	_____
2016 Dry Riesling	\$14	_____	_____
2016 Riesling	\$14	_____	_____
2017 Full Monty Riesling	\$15	_____	_____
2017 Gewurztraminer	\$15	_____	_____
2017 Pinot Gris	\$15	_____	_____
2016 Long Stem White	\$9	_____	_____
*2016 Long Stem White (1.5L)	\$15	_____	_____
*Will only ship by 6-btl cs.-12 btl. UPS rate applies to 6 - 1.5L			
2017 Niagara	\$9	_____	_____
2017 Abby Rose	\$9	_____	_____
2016 Vignoles	\$11	_____	_____
2016 Valvin Muscat	\$11	_____	_____
2017 Long Stem Red	\$10	_____	_____
2016 Cabernet Franc	\$16	_____	_____
2016 Borealis (375 ml)	\$14	_____	_____
2015 Glaciovinum(375 ml)	\$14	sold out	_____
2017 Bubbly Candeo	\$13	_____	_____
2016 Bubbly Catawba	\$11	_____	_____
2011 Blanc de Noir	\$30	_____	_____
2016 Port	\$16	_____	_____
Wine Total:			_____
Subtract 15% for orders of 12 or more btls:			_____
UPS Charge (sales tax applies to UPS chgs):			_____
Sub Total:			_____
8% Sales Tax:			_____
Total:			_____

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VINEYARDS

4024 State Route 14
Watkins Glen, NY 14891
(877)535-9252 Fax #: (607)535-6656
e-mail: wines@lakewoodvineyards.com
Ask about becoming a Rose Guild member

Name: _____
Shipping Address: _____
Must ship wine to an address where someone 21 or older can sign for the package.
City, State, Zip: _____
Phone: _____
You must be at least 21 years old to order wine.
Billing Address (if different than shipping address): _____

☐ Mastercard ☐ Visa ☐ Discover
☐ American Express
Card #: _____
Exp.Date: _____
Signature: _____

UPS Charges:
\$25.00/case (12 btls.), \$17.00/half case (6 btls.)

See lakewoodvineyards.com for current vintages, descriptions and prices of our wines and to order directly from our website.

Contact us for availability of Lakewood Vineyards wines outside of New York.
We can be reached by phone (Mon. - Sat. 10am-5pm, Sun. noon-5pm), fax or e-mail (anytime).

Lakewood Loyals are now Rose Guild Members

Our Lakewood Loyals program was designed to provide exclusive perks, discounts, complimentary tastings and more to our loyal patrons as a way of showing how much we appreciate their support. If you are a current Lakewood Loyal, you will soon be receiving an updated Rose Guild membership card in the mail. Put your old Loyals card in your scrap book and your new, sweet looking Rose Guild card in your purse or wallet to access your full range of benefits. If you've let your membership lapse, you'll be receiving an invitation to easily reinstate your membership.

Benefits include:

- Exclusive access to our members-only Rose Guild events, including our barrel tasting every spring.
- Advance notification and reduced pricing for Lakewood Vineyards events (including steak dinners)
- Complimentary tastings for you and up to 5 guests.
- Early notice of periodic wine specials and new releases (by email).
- Our published newsletter delivered to your mailbox twice per year.
- Discounts on wine purchases:
 - 10% on 1-11 bottles
 - 20% on 12-35 bottles
 - 25% on 36 + bottles

To become a Rose Guild member, all you have to do is buy the wine you love. We keep track of your purchases in our system; when you spend \$150 (or more) on wine within 12 months, you become a Rose Guild member. Your membership continues with a purchase of \$150 (or more) of Lakewood Vineyards wine each year.

We know you have choices and we are honored that Lakewood wines are at least part of your selection. It is our top priority to exceed your expectations with the quality, authenticity and value of Lakewood wine.



The first Rose Guild members to receive the new card.

