



Winter 2010 Newsletter / Update

To all of our past and present winemakers:

My wife Liz and I would like to say thank you for the business in 2009 and wish everyone a happy and healthy 2010!

Our 2009 winemaking season was quite busy, I'm finally spending some time with my family and getting caught up with those things around the house that never seem to get done. Somehow I don't think I'm going to catch up, but I guess as long as I continue to stay after things I should make some progress. I have a wide range of topics to address with you, so pour a glass of red forget about the daily grind and spend a few minutes thinking about wine!

Spring 2009 Winemaker Update

The grapes from Chile continue to impress me. The wines have excellent color, body and flavor. We will look closely at quality reports for grapes from Argentina as well for the 2010 season, but more on that later.

- Wine label procedure - Will be sent out to you at the beginning of March
- Bottling dates - We will notify you of bottling dates in late March / early April

Fall 2009 Winemaker Update

Your wine will be going through malolactic fermentation, converting malic acid to lactic acid. This softens your wine and improves its stability. For those that made Californian or were lucky enough to make Italian wine in the fall of 2009, we will announce some dates in April, so you can visit your barrel and sample its progress.

- Wine label procedure - Will be sent out to you at the beginning of May
- Bottling dates - We will notify you of bottling dates in late May / early June

Barrel Visitation Rights (a.k.a. Barrel Tasting)

We will announce dates for winemakers to sample the progress of their wines shortly, I'm trying to confirm staff availability since I can't do it all on my own. During these events we will also have a variety of our finished wines available for tasting along with some cheese and crackers. Many winemakers use this opportunity to show friends and family the facility and determine what wines they want to make for the upcoming season.

Spring 2009 Winemaker Barrel Tasting

We will announce dates via email for barrel visitations to taste the progress of your wines at the end of February. We expect to conduct a minimum of two tasting events as long as weather permits.

Fall 2009 Winemaker Barrel Tasting

We will announce dates via email for barrel visitations to taste the progress of your wines at the end of March. Due to the large amount of fall winemakers, we will offer multiple dates to provide as many people as possible with the ability to do a little sampling.

Opportunity to Make Reserve Wines!

Those that have made a complete barrel of wine in the past spring or fall, will have the ability to turn their wine into a reserve! Since we received such a favorable response to this opportunity last season, we will continue to enable winemakers to keep their wine in the barrel for an additional three months or six months! Additional aging softens your wines, adds additional oak characteristics and enhances overall quality. Since we incur the cost of additional wine for topping off your barrel and lose the use of the barrel for the following season there is an additional cost. Three month aging is \$300 and the six month aging is \$500 (you'll actually get 1 month free for a total of 7 months). Spring winemakers need to advise me by the middle of March. Fall winemakers will need to let me know by no later than early June. I recommend that you use the opportunity while visiting your barrels to try it and decide about additional barrel aging at that time. If you can't make any of the barrel tasting events and want to keep it in the barrel longer, just give me a call or email.

Labels for your wine

Creating labels for your wine is simple and should take you all of 15 minutes to complete. We will send you an email with the details about your wine and a link to the label company website. We encourage you to move quickly when you receive this procedure as the label company gets very busy during the respective bottling seasons. Our spring 2009 winemakers will be emailed in early March, while fall 2009 winemakers will be notified in late May.

Bottling Your Wine

Bottling the fruits of your labor is by far the most fun and hands-on of all the steps! You will require approximately 1.5 hours for completing this step and you will have a blast! We bottle wines at specific points during the year enabling us to use the barrel for the next season.

- Spring 2009 winemakers - Bottling takes place around the third week of April I'm trying to finalize the exact dates within the next couple of weeks.
- Fall 2009 winemakers - Bottling takes place the last week of June, all of July (except the holiday weekend) and possibly the first week of August.

Make Your Own Mozzarella

Thanks to those that have sent me notes of appreciation and photographs from the class. I'm glad our Make Your Own Mozzarella classes continue to be a memorable experience for so many! For those interested in learning how to make this Italian treat, contact me to make a reservation. The price per person is \$85 and the class is about 2.5 hours. You'll make it in class and receive the recipe enabling you to make it at home. Many continue to use this as a very unique gift idea, as an idea for a private class with friends or family. We have also received requests from corporations in search of a different way to entertain clients or employees during off-site meetings...

The following course dates / times are still available:

March 20 - 10:30

March 20 - 1:30

April 17 - 10:30

April 17 - 1:30

Please note that a minimum of 10 and a maximum of 24 people are required for private or corporate events.

Used (Empty) Barrels Are Available

I have had requests from some customers for my used barrels. When I ask what they would do with a used barrel I have heard of some common as well as unique ideas. Here's what I've heard so far:

- A tasting table for a wine cellar or decorating the wine cellar
- Turning it into a barbecue / smoker
- Turning it into an outdoor cooler for summer parties
- Planters for the garden
- Aging of homemade beer (that's a lot of beer)

I will offer used barrels for sale in the month of May (after spring bottling) and July (during fall bottling).

The price per barrel is \$90. If you want a barrel you should notify me by no later than April (if you want it in May) and not later than June (if you want it for July).

Requests for New Barrels for Upcoming Seasons

Those that want to guarantee the use of a new barrel for the upcoming winemaking season will have the ability to age their wine in a newly toasted barrel! Spring 2010 winemakers will need to notify me by April and fall 2010 winemakers will need to let me know by September 1. This offer is only available to winemakers making a complete barrel of wine. That is to say, if you're making anywhere from 2 cases to 10 cases you will not have the ability to contribute towards the cost of a new barrel. The cost to use a new barrel for the upcoming season is \$185. The barrel costs significantly more but this helps me to offer the use of a new barrel to winemakers without having to incur the entire new barrel cost and the associated rack for it to sit on.

Spring 2010 Winemaking Varietals

We have been accepting reservations for the 2010 spring winemaking season since the middle of last November! Those that are interested in making Cabernet, Syrah, Merlot, Malbec, Carmenere or blends thereof should contact me immediately. This is a very short season compared to our fall winemaking and grape supplies from Chile are always limited.

We will also look at grapes from Argentina for those that like Argentinean Malbec as well as very nice quality Sangiovese. The ability to access Sangiovese grapes in the spring enables us to make Super Tuscan blends in the spring!

Fall 2010 Winemaking Varietals

We will research receiving Montepulciano grapes from Italy again this season as well as some other grapes if we like the science numbers from the vendors we are working with.

Red grapes from California from a wide variety of locations (including the Russian River Valley) will be offered this year. At a minimum we will have access to the following varietals and blends thereof.

- Cabernet
- Merlot
- Petite Sirah
- Cabernet Franc
- Alicante
- Syrah
- Old Vine Red Zinfandel
- Brunello (clone grown in California)

We are always looking for ways to offer innovative services to our loyal customers. Some of these ideas will be no charge to you and others will cost a few dollars. With this in mind, I will be sending out a survey to ask your opinion on some additional events and educational courses in the upcoming season. I would really appreciate you taking the time to fill out the survey, I promise to keep it short and to the point. For

all of our past and present winemakers you will receive preferential treatment for these new services in the form of early registration, discounts or both!

We hope you are enjoying your experience with Make Your Own Wine and appreciate your business! Please continue to pass the good word along for me, this is the best kind of advertising a business could have!

I hope to see everyone at the winery real soon!

Regards,

Richard Mattina
Make Your Own Wine - Westchester's School of Winemaking

www.MYOwine.com

914-347-9463

Rich@MYOwine.com

105 Fairview Park Drive - Elmsford, NY 10523