

## Dear Friends,

Happy New Year from everyone at Sheldrake Point Winery! We have a full-bodied year ahead! We have always operated with a mind to the unique growing conditions we have perched above Cayuga Lake, respect for the varieties of grape that flourish here, and a passion for creating wines that are vibrant, harmonious, complex and elegant. In 2011, we resolved to strengthen our commitment to producing award-winning estate wines and providing our guests with the best experience through which to taste and learn more about them. We are excited to have set in motion many efforts to fulfill that resolution. We expect this to be a very exciting year for us – and for you. We will release new wines and present them to you through fresh programs and events in environments designed to stimulate the senses and the brain.

We look forward to seeing you and wish you all the best for a happy and healthy New Year!

Bob Madill & Chuck Tauck  
*Sheldrake Point Owners*



## Re-Creating Cayuga

As 2011 came to an end, the restaurant at our site on Cayuga closed. We decided not to open another, instead focusing on using the space to develop new, informative programs and events that will showcase our wines and engage our customers. We are excited to have this blank canvas on which to work and have planned the first of what we expect to be many fun



*Holly Howell*

and interesting events in this evolving space. In March, we'll host "The Magic of Cheese and Wine Pairing!" presented by Holly Howell, wine columnist for the *Democrat and Chronicle*, and certified sommelier through the Master Court of London. Choose from one of two sessions on Sunday, March 11: 11 a.m. to 1 p.m., or 2 to 4 p.m. Visit [www.sheldrakepoint.com](http://www.sheldrakepoint.com), and select the "Events" tab for more information and to register. ▼

## ABOUT "POINTS OF INTEREST"

In March, our first full-size issue of our redesigned newsletter, "Points of Interest," will premier with a featured wine, a focus on a new face at Sheldrake Point and behind-the-scenes stories and news.

The newsletter will continue to be released quarterly (arriving with wine shipments for Wine Club members). We hope you'll enjoy the new publication. ▼

## MERITAGE RETURNS IN 2012

In March, we will release the first Sheldrake Point Meritage (rhymes with "heritage") wine since 2002. We are pleased to debut this classic blend of our very best Merlot, Cabernet Franc and Cabernet Sauvignon, at the wine and cheese pairing workshop on March 11.

This elegant addition to our portfolio boasts a complex nose of black currant, cigar box, leather and a tinge of clove. On the palate, you are welcomed by black cherry followed by an earthy element of leather and a cinnamon and clove finish. ▼



## UPCOMING EVENT



### FROZEN ON THE VINE, FEBRUARY 11

Enjoy an afternoon of exquisite ice wines paired with and presented by local food artisans. Mix and mingle with new friends and flavors while you learn something. The event will also include a relaxed but formalized comparative tasting of 2002, 2004, 2008 vintages of Sheldrake Point Riesling Ice Wines – with the highlight being our yet-to-be-released 2010 Riesling Ice Wine which garnered “Best Riesling in America, Top Gold” in 2011 at the International Riesling Challenge in Canberra, Australia.

▶ **3:00 p.m.**  
**5930 State Route 414**  
**Hector, N.Y.**

Reservations required by Feb. 3, 2012.  
 Purchase tickets at [www.sheldrakepoint.com/events](http://www.sheldrakepoint.com/events) or call 607-330-1270

## AFTER BUILDING, A RENOVATION!

Having completed the construction of our tasting room on Seneca Lake, we also took on a renovation of one of our other “sites.” A redesigned [www.sheldrakepoint.com](http://www.sheldrakepoint.com), makes it easier to learn more about and purchase our wines, keep abreast of Wine Club news, and plan a visit. ▼

## Wine and Art on Seneca

When talking about the new Sheldrake Point venue that opened on Seneca Lake last fall, Tasting Room Manager Christine McAfee says, “It is an exciting opportunity for me to work with this staff and this space from the ground-up.”

The first visitors on opening day, September 26, were a young couple staying at a neighboring bed and breakfast. Since then, hundreds of people have stopped by and remarked that the wines are “high quality,” “fruitful,” and “nicely balanced,” calling the Rieslings in particular “excellent,” says Christine. She is also happy to hear the tasting room referred to as “very classy,” “modern and new,” and “a good venue for artwork.”

The tasting room is in fact such a good venue for artwork that it hosts regional artist exhibits. The first artist to the new venue was Helena Cooper

of Ithaca. From January 15 through March 14, Syracuse photographer Stu Gallagher is exhibiting his water themed photographs from the Finger Lakes and beyond. A new artist will premier at the tasting room every other month. Exhibits and events are listed online at [www.sheldrakepoint.com/events](http://www.sheldrakepoint.com/events).

“I’m really excited about having booked new, local artists to the tasting room,” says Christine. “We’re looking forward to a full year of artwork paired with events that showcase our exquisite wines.” ▼



*Tasting Room manager Christine McAfee introduces a guest to Sheldrake Point’s wine – and newest tasting room.*

## NEW YORK STATE WINERY OF THE YEAR 2009 AND 2010

Come visit us or call ahead to reserve a special experience for groups of eight to 25 people.

<b>Sheldrake Point</b> Seneca Lake 5930 Route 414 Hector, NY 14841 607.330.1270	<b>Sheldrake Point</b> Cayuga Lake 7448 County Road 153 Ovid, NY 14521 607.532.9401
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[info@sheldrakepoint.com](mailto:info@sheldrakepoint.com)

### Tasting Rooms and Artisan Gift Shop Hours

April thru October  
*Daily 10:00am - 5:30pm*

November thru March  
*Daily 11:00am - 5:00pm*  
*Closed Thanksgiving, Christmas Day and New Years Day*

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