

January 2010
PINNACLE RIDGE WINERY NEWSLETTER

In This Issue: Upcoming Events | Latest News | The Big Grape

Upcoming Events

BERKS COUNTY WINE TRAIL WINE AND CHOCOLATE WEEKEND
Saturday, February 13th, 10:00-6:00, and Sunday, February 14th,
12:00-6:00

Are you ready for Romance? Chocolate? Wine? Come visit all eight wineries on the BCWT and indulge in a free chocolate and wine pairing at each winery. Bring loved ones and good friends. Pinnacle Ridge will be serving classic French strawberry crepes drizzled with decadent bittersweet chocolate syrup and dusted with confectioner's sugar and chocolate shavings. Our Sweet Seduction will be paired with our delicious homemade dessert crepes. The Pinnacle Ridge staff really gets into the romantic spirit of this holiday. Some couples have told us that they had their first date at Pinnacle Ridge! We love those stories. If you have one, let us know. (P.S. February will be here before you know it, so start making plans. It means so much to her!)



Latest News

2009 Naked Chardonnay is available for sale and tasting as well as our 2009 Riesling. For those who have been waiting for the return of Quaff to our wine list take heart! Pinnacle Ridge will be releasing 2009 Quaff mid January. Call or e-mail us first if you are planning on making a special trip to pick up Quaff.

Passports for the 2010 Lehigh Valley Wine Trail March Madness for Wine Lovers are still available for sale. Purchase your tickets soon because we always sell out. Just give us a call or stop by. We will be happy to mail the tickets to you. Even though the holiday-giving season is over, LVWT Passports make a great gift for that special person celebrating a birthday soon. The price of a Passport is \$30. Shipping is an additional \$1.00 per Passport. Your Passport entitles you to wine and food pairings at all nine wineries the entire month of March. This year's gift is a LVWT corkscrew and wine glass (essentials). Your Passport makes you eligible for a drawing for prizes like one night at a B&B and restaurant discount coupons.

2010 PENNSYLVANIA WINE SOCIETY VINIFERA AND CHAMBOURCIN WINE EXCELLENCE EVENT. PINNACLE RIDGE 2008 CHAMBOURCIN AND PINNACLE RIDGE 2007 VERITAS ARE WINNERS!

Pinnacle Ridge is now on Facebook. Go to facebook.com and search Pinnacle Ridge for all the latest. Become a fan!



The Big Grape



Every now and then I can get into a “philosophical” mood. This often happens after the New Year when the kids have drifted back to their own lives and the house becomes quiet again (and I can think without being interrupted).

Over the holidays, some old customers came to the winery. They spoke about how much Pinnacle Ridge Winery has changed over the years and I suppose they are right.

Our tasting room has tripled in size. Once a dark, tiny cobwebby corner, our Tasting Room is now a bright, open rustic space. The barn has been decorated with beautiful Hex Signs and grounds are clean and beautifully landscaped. The packaging of our wines has become more fun and more polished than the old staid labels of our early years. (All of these “appearance” activities were a result of the efforts of my lovely wife, Christy.) Pinnacle Ridge wine production capacity has increased from 500 gallons in our first vintage of 1993 to over 14,000 gallons today. We use many more barrels than we used to and additionally we use a broader range of barrels from France, Hungary, and Pennsylvania.



I used to work in the tasting room every weekend. Back in the mid 1990’s I would be in the house on a Saturday afternoon working on cooking dinner and would run out to the winery to wait on the occasional customer who wandered into the tasting room only to meander back into the house to continue cooking while waiting for the next customer. Now we typically have two or more folks manning the tasting room on Saturdays. I used to work full time in addition to running the winery. Because of my schedule, harvesting took place on weekends even if the weather wouldn’t cooperate.

So over the years how has the wine changed? I have tried to remember one thing when it came to making changes at Pinnacle Ridge. People can tell the difference between good wine and bad wine. I have helped thousands of people taste and compare wines. They can tell which wine is better even if they can’t tell you why they prefer it. Consequently, it makes good sense to make the best wine we can.



Over the years as we have grown, we put into place methods to make better wine. Much of our effort has focused on vineyard issues. We continue to grow grapes at the winery. Our friends at Round Ridge Farms in Kempton have grown in size over the years and now grow fifteen acres of grapes. Round Ridge started their vineyard with Vidal and Cayuga. Over the years they have added Chambourcin, Chardonnay, Pinot Noir, Merlot, Cabernet Franc, and Cabernet Sauvignon, Riesling and Traminette! Pinnacle Ridge purchases all of the grapes Round Ridge grows. Round Ridge grows grapes in a manner that is agreed upon. In other words, Round Ridge Farms grows grapes the way I want them grown in order to make great wines. The most important factor in making quality wine is starting with quality grapes. Mother Nature can throw

some interesting curve balls at us from vintage to vintage but we unwaveringly focus on bringing in the best grapes we can for that growing season. We work hard to achieve full maturation of the grapes in order to develop the best flavors possible.