

SWEDISH HILL WINERY



Late Summer/Fall 2008

Wine Filled Events

Limited Release Wine Tasting

August 9th from 12pm-5pm

Be the first to sample our limited release wines including Excelcia and Cabernet Franc-Lemberger. **HUGE WINE SPECIALS!** (See next page for list of limited release wines)



Fall Fever Days

September 6 & 7 from
9am-6pm

Catch fall fever at Swedish Hill and enjoy our "Winemaker's Dozen" case special that will be available. For every case purchased, you will get the regular 15% discount and a **free bottle of wine** (from our selections). Take in the sights and smells of our ripening vineyards and then indulge in our award winning wines.



Peach Festival at Penguin Bay Winery

August 23rd from 12pm-5pm



Have a "Just Peachy" afternoon with us at Penguin Bay Winery (one of our sister wineries) on Saturday, August 23rd from 12pm-5pm as we celebrate our Peach Festival.

Enjoy **LIVE MUSIC** while tasting a refreshing peach drink blended from our award winning Blanc de Blanc sparkling wine & Swedish Hill's Just Peachy wine as well as decadent peach desserts.

Relax on our patio and take in the breathtaking view of Seneca Lake while sipping on some great award winning wines and sparkling wines.

New York State Fair

Syracuse, NY (August 21-September 1)

Check us out at our two **new locations** in front of the Coca Cola Coliseum from 10am-9:30pm daily and rock out with us next to the Grand Stand and big night time concerts from 4pm-9:30pm daily.



Champagne & Dessert Wine Festival

November 8 from 12pm-5pm

Uncork your holiday season with Swedish Hill! Join us for our Champagne & Dessert Wine Festival. Champagnes & dessert wines will be featured along with complimentary desserts. A great way to jump start your holiday shopping!



Santa Lucia Day

December 13 from 12pm-5pm

Celebrate the traditional Swedish holiday with us. Enjoy special treats handed out by Santa Lucia and best of all, get your holiday shopping wrapped up by taking advantage of all the great sales!

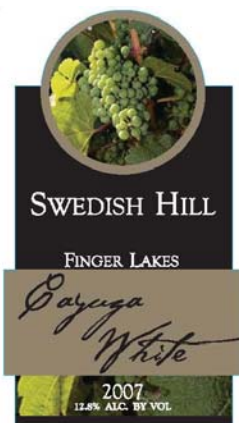
Limited Releases



2007 *Excelcia* - A luscious new Alsacian-styled blend of Pinot Grigio, Riesling, Traminette and a touch of Muscat. This white blend is quite dry (we call it “almost dry”) crisp fruity and spicy and is a great refreshing summer white.

2006 *Cabernet Franc/Lemberger* - This blend of 60% Cabernet Franc and 40% Lemberger brings together two of the Finger Lakes most promising reds, and the blending of these two grapes seems to have a synergistic effect. The richness and tannin structure of the Cabernet Franc is complimented by the berry fruits and black pepper of the Lemberger. The result is a round and rich dry red with a lovely finish.

New Releases

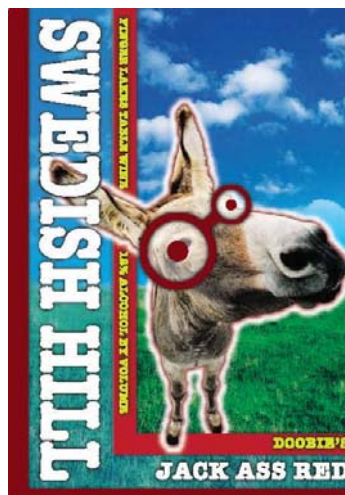


2007 *Cayuga White*

Our latest Cayuga follows a long line of award winners and this one is really racking them up. So far this fruity semi-dry white has won golds at Eastern International, Los Angeles International and Indy International. Our Cayuga has many similarities to our great Rieslings, and it has to be one of our best value wines.

Also New:

Jack Ass Red



Visitors to Swedish Hill have lasting memories of getting to meet a real Jack Ass. Doobie really is the modern “Spuds McKenzie” of sorts, after all he is quite a party animal. Doobie can be described as lively, sweet and fruity, which is how we describe our new Jack Ass Red wine.

Anticipation has been building for the release of this no nonsense sweet and fruity red wine with a hilarious label.

This is intended to be a fun wine that is primarily a blend of the hybrid grapes Rougeon and Cayuga White, and has great refreshing berry like aromas and flavors. Perfect for all those moments when you just want to be a *jackass!*

Doobie's a Daddy!

(to baby bunnies)



While baby Doobies sure would be cute, we think we can only handle one donkey for now. But Doobie did recently have some surprise visitors in his stall—8 tiny baby bunnies!

One day we looked out in his stall and there they were all curled up in the hay. Doobie didn't seem to mind one bit and miraculously, he didn't step on them! The bunnies stayed in Doobie's stall until they were big enough to go off on their own. Doobie was sad to see them go, but he enjoyed being a daddy for awhile.

38 Gold Medals—and There's More Still Rolling In!

Swedish Hill has had an unbelievable string of successes at competitions all across the country this year, poising 2008 to be the most successful year at competitions that Swedish Hill has ever had. We have won 38 gold medals so far this year for just about every type of wine that we produce from aromatic whites to dry reds. Swedish Hill's overall medal count including silver and bronze medals is 151 just for 2008.

Since our last newsletter, we have had particular success on the west coast. At Riverside, we won a gold medal and Chairman's Award for Raspberry Infusion and golds for Viking White, 2006 Marechal Foch and Svenska Red. And at Los Angeles, we won gold and best of class awards for Svenska Red, 2007 Cayuga White and Svenska White. Golds were also won for 2005 Cabernet Franc, 2006 Marechal Foch, Doobie Blues and 2007 Vidal Blanc in Los Angeles. The gold medals won at Los Angeles International were the most won by any Finger Lakes Winery at the competition. In June, our prized Svenska Red also grabbed a gold medal at the San Francisco International Wine Competition.

We also have had a number of recent successes along the east coast as well. At the International Eastern Competition in May we won a double gold for our Blanc de Blanc and golds for 2007 Cayuga White and Blue Waters Riesling. At the Golden Nose Competition in May, we won golds for 2007 Dry Riesling, 2007 Vidal Blanc and Doobie Blues. June turned out to be an incredibly successful month for us at the NYS Fair Competition and Indy International Competition. At the NYS Fair Competition, we won Double Gold for our 2006 Marechal Foch and golds for our 2007 Riesling, Country Concord, Svenska Red and Blanc de Blanc. We finished off our June success at the Indy International Wine Competition with double golds for our 2007 Riesling and Svenska White and golds for Blue Waters Riesling, 2007 Dry Riesling, Svenska White and 2007 Cayuga White.

We like to think that everyone has played a role in helping us win awards—even our customers! While we are very lucky to have a great wine making team, we are also lucky to have loyal customers who have taught us what they value in our wines throughout the years.



Wines Bottle Case*

06 Dry Riesling	14.99	152.90
07 Excelcia	15.99	163.08
06 Reserve Chardonnay	16.99	173.30
Blue Waters Chardonnay(750ml)	8.99	SALE
Blue Waters Chardonnay (1.5L)	13.49	68.80
Viking White (750ml)	7.99	81.50
Viking White (1.5L)	11.99	61.15
06 Vidal Blanc	10.99	112.10
07 Cayuga White	8.99	91.70
06 Riesling	14.99	152.90
Blue Waters Riesling	12.99	132.50
Doobie Blues (750ml)	8.99	91.70
Doobie Blues (1.5L)	13.49	68.80
Svenska White (750ml)	7.49	76.40
Svenska White (1.5L)	11.49	58.60
Svenska Blush (750ml)	7.49	76.40
Svenska Blush (1.5L)	11.49	58.60
Niagara Frost (1.5L)	12.49	63.70
Catawba Frost (1.5L)	12.49	63.70
Just Peachy	10.99	112.10
06 Marechal Foch	10.99	112.10
Viking Red (750ml)	7.99	81.50
Viking Red (1.5L)	11.99	61.15
Blue Waters Cabernet	12.99	132.50
Blue Waters Meritage	15.99	163.10
05 Cabernet Franc	16.99	173.30
06 Cabernet Franc-Lemberger	15.99	163.08
04 Optimus	22.00	224.40
Jack Ass Red (1.5L only)	13.49	68.80
Svenska Red (750ml)	7.49	76.40
Svenska Red (1.5L)	11.49	58.60

Country Concord (750ml)	7.49	76.40
Country Concord (1.5L)	11.49	58.60
Radical Raspberry	10.99	112.10
Chardonnay Late Harvest	25.00	255.00
05 Vignoles Late Harvest	22.00	224.40
Cynthia Marie Port	22.00	224.40
Glögg Wine	9.99	101.90

Champagnes

02 Brut Champagne	22.00	224.40
Naturel Champagne	16.99	173.30
Blanc de Blanc Champagne	13.99	142.70
Spumante Blush Champagne	11.99	122.30

Distilled Products

Eaux-de-Vie	28.00	285.60
Raspberry Infusion	25.00	255.00

*15% discount included in case prices above. Cases may be mixed.

Grape Juice *

White Grape Juice	4.25	45.96
Concord Grape Juice	4.25	45.96

*10% discount included in grape juice case prices above

Case Sale (Save 33%)

Blue Waters Chardonnay 750ml-\$72.24

While Supplies Last— Must purchase full case.
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send it to you electronically!**

A cartoon character with a blue body and a yellow sign that says 'EMAIL' is holding a pen and pointing towards the text.A decorative border of green holly leaves and red berries surrounds the text.

**Watch for our
Holiday Gift
Guide coming
out Soon!
Great Holiday
Ideas for those
on your list!**

Shipping Charges for New York State:

\$12.00 for six bottles (750 ml size)
\$16 for one case (6 - 1.5L bottles
or 12 - 750 ml bottles).

Shipping for Outside NY State:

Please call for rate information. Shipping is charged by weight and zone.

- **Shipping Fee is charged on All orders, based upon weight and zone.**
- **Orders shipped by UPS or Federal Express**

All wine purchases occur in NYS and ownership passes directly to the buyer of the product. All wine purchases occur in NYS and ownership passes directly to the buyer of the product. The buyer is solely responsible for shipment of wines. When you order, you authorize us to act on your behalf to engage a common carrier to deliver your wine. By placing an order you represent to us that you are at least 21 years of age. When your wine is delivered, you will be required to show identification proving you are at least 21 years old. Swedish Hill Winery is not responsible for the return of shipments due to lack of positive ID, and return shipping charges are your responsibility. By placing an order with Swedish Hill Winery, you are stating to us that you are in compliance with your local laws governing alcoholic beverages.