



100 Centennial



February 2021

2021 is finally here and we have much to celebrate!

Not only are we excited for the renewed promise of connecting with our family and friends in person, St. Julian is celebrating its **100th Anniversary!** In 1921, Mariano Meconi founded St. Julian on the premise that to be successful, you needed to honor the land, the people in your community, and your family. St. Julian has embraced this ideal in bringing you the best of Michigan in every bottle for 100 years. Current president and 3rd generation family member John Braganini states, “This is an extremely proud moment for all of us at St. Julian. This milestone is a testament to the hard work and dedication of so many people and we are sincerely grateful for all those who have supported us throughout the decades.”

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-John Braganini

While we embrace the past, we are excited to look to the future and all the opportunities yet to come. You, our Wine Club Members, offer us so much inspiration! It is because of you that we continue to invest in new equipment, plant new varieties of grapes, stay innovative with products, and seek out fun ways to connect over wine. Join us throughout the year as we come together to commemorate a century of St. Julian history, while enjoying new spirits, wines, and events!

We cannot thank you enough for being a part of our family. Cheers to 2021!

SPOTLIGHT ON

2018 WHISKEY BARREL CAB FRANC

What's in a barrel? It turns out a great deal! One of the biggest tools in a winemaker's toolbox is the use of different barrels. Wood type, cooperage, level of char and age all contribute greatly to the final wine. Our members continue to influence what we do in the cellar and your love of the Whiskey Barrel wines has been heard! For the 2018 Whiskey Barrel Cabernet Franc, barrels were sourced from Buffalo Trace and Heaven Hill Distilleries in the heart of Bourbon country in Kentucky. These barrels had been used for aging premium whiskey before making their way to St. Julian, while still wet from the amber spirit. These wines do not taste like whiskey; rather, aging them in these barrels introduces additional intricacies and a bigger, richer texture, not to mention 14% alcohol by volume.

The grapes for this wine were grown by Dan Nitz on his Sol Rouge Vineyard in Baroda. Nancie chose this varietal because, although it's lighter in style than a Cabernet Sauvignon or Merlot, it has rich cherry and berry flavors and a nice body that can stand up to the heavier influences from the whiskey barrel. Aged in the barrel for 22 months, this wine is packed with a savory flavor of spice and peppered berries complemented with bright fruit. What is most noticeable is the real richness throughout the palate. Subtle notes of caramel and a creamy vanilla finish add to our enjoyment. This bold wine deserves to be served with all your grilled favorites; steak, burgers, BBQ, and stone fired pizzas. Try it around your winter bonfire with s'mores!

For those who enjoy a little added "umph" to their wine, Whiskey Barrel Cabernet Franc is a delicious and unique bottle to share with friends. Enjoy one bottle now and one to cellar, as the higher alcohol content will help this wine age beautifully!



VARIETY
Cabernet Franc

AROMAS OF
Cherry & vanilla

TASTES LIKE
Dark cherry, plum
& spice

PAIRS WITH
Grilled meat,
smoked meat,
BBQ, pizza & dark
chocolate

CENTO

Cento noun /sentō/ (Italian): one hundred

In 1921, Mariano Meconi founded his winery on the premise that to be successful, you needed to honor the land, the people in your community, and your family. Now run by Mariano's 3rd and 4th generations, St. Julian Winery has lived up to this ideal for 100 years. As part of this milestone, we are excited to share the new sweet red wine, Cento!

A blend of Rougeon, Marquette, and Chambourcin grapes from the Lake Michigan Shore Appellation, Cento is full of ripe dark berry flavors. Rougeon lends a brilliant red hue, while Chambourcin gives a herbaceous aroma of eucalyptus. Blueberry, black cherry, and plum flavors also are pronounced from the Chambourcin. These two varieties of hybrid grapes have been favorites in St. Julian winemaking since the 1970s. The third grape in this blend, Marquette, is a newer hybrid and it's proving to be an exciting addition to the Michigan wine scene. Related to Pinot Noir, Marquette adds rich black currant and blackberry flavors to the blend. At 6% Residual Sugar, Cento was aged in stainless steel to preserve the fresh fruit flavors and natural sweetness.

Serve this wine slightly chilled to bring out the fresh fruit flavors, or at room temperature to bring out the more complex herbal tones. Either way, you will love this wine paired with burgers, venison, or red pasta dishes. Pizza with Italian herbs and roasted vegetables, charcuterie, spicy sausage stew, or pastry-wrapped brie cheese with berry jam and salty crackers are just some options to enjoy with this beautiful wine!



VARIETY
Rougeon,
Marquette &
Chambourcin

AROMAS OF
Blueberry,
eucalyptus & fig

TASTES LIKE
Blueberry, plum &
cranberry

PAIRS WITH
Pasta with red
sauce, charcuterie,
cranberry, salty
chips & beef

100 YEARS OF ST. JULIAN WINE *Artistry*



1921 Italian Immigrant Mariano Meconi started **Border City Wine Cellars** in Windsor, Ontario. Using native grapes, he was able to make wines that were for “sacramental purposes.” Prohibition in the United States inspired his entrepreneurial spirit and he became creative in distributing his wines across the Detroit River. A 1929 Everroot motor on a rowboat was used for stealth crossings of the river to the thousands of blind pigs and speakeasies in Detroit. Mariano was able to successfully grow his business during this time.



1933 On April 10th, Michigan became the first state to ratify the Twenty-first Amendment proposed by Congress to end prohibition. Prohibition officially ended on December 5, 1933!

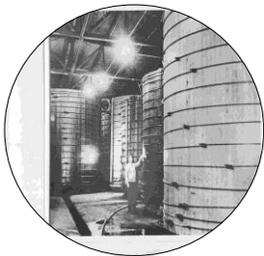


1934 Mariano moved his winery to Detroit and called it the **Meconi Wine Company**. Native American grapes, like Concord and Niagara, were trucked to the winery from the thriving vineyards in Southwest Michigan. The trip across the state could take up to 12 hours one way.

1936 Tired of receiving fruit that was less than fresh due to the long journey, Mariano moved his winery to Paw Paw, MI in order to be in the heart of the southwest Michigan fruit belt; where the best grapes were grown. He renamed his winery the **Italian Wine Co**. Wines continued to center around the Native American varietals and sweet fortified wines like Port.



1941 WWII broke out and the US entered the international conflict. Due to the Anti- Italian Fascist sentiment, Mariano strategically renamed the winery for the final time to **St. Julian**. In the last name change, Mariano paid homage to the patron saint of his native village Faleria, Italy. All Italian villages have patron saints and San Giuliano (St. Julian) stands as the saint that protects the village and citizens of Faleria.



1946 With the end of WWII, there is much to celebrate! St. Julian continues to pave the way in the Michigan wine industry by adding new Charmat tanks for sparkling wine and non-alcoholic juice production.

1949 St. Julian opens the first tasting room in the state of Michigan at the winery in Paw Paw. With wine for the parents, sparkling juice for the kids, and tours of the facility, the tasting room right off the highway became a favorite family stop.



1970 The consumption of table wine surpasses the consumption of sweet wine for the first time in the nation's history. Mariano's son-in-law, Apollo Braganini, is now the president of St. Julian and he recognizes the importance of broadening the grape varieties grown in southwest Michigan. St. Julian begins a major joint venture with local growers to plant French American hybrid grapes with the intention of crafting drier style wines. These varieties, such as Chambourcin, Traminette, Vidal Blanc, and Chancellor were planted to withstand the colder temperature of the Midwest.



1973 St. Julian's Solera System (a three-tier system) was created to mature our award-winning Sherry. In this traditional aging process, the bottom tier holds wine ready to be bottled. A fraction of this layer is removed from the barrel and replaced with the same amount of wine from the middle tier, blending older and newer wine together. Solera becomes St. Julian's most awarded product!



1983 Following the death of Mariano in 1980, and the retirement of Apollo in 1983, Mariano’s grandson, David Braganini, takes over as President of the winery. His passion for St. Julian and Michigan wine propels the entire industry forward. St. Julian is instrumental in the establishment of the Lake Michigan Shore Appellation, a premier grape growing region in the state of Michigan. The Frankenmuth Winery is started (1981).



1995 St. Julian’s then Cellar Master, Larry Gilbert, and David Braganini travel to Germany to learn the fine art of brandy making. While there, they purchase a Christian Carl Copper Still to begin producing brandy using Southwest Michigan fruit. St. Julian becomes the first distillery in the state of Michigan!



1998 St. Julian is awarded the Tasters Guild International **Winery of the Year** award, making it the first time a winery ever received this award outside of California and France. *Impressive isn't it!*



1999 The Braganini Reserve line is “born” to highlight the great European vinifera that is now growing in the Lake Michigan Shore AVA; Cabernet Sauvignon, Chardonnay, Riesling, Syrah, Cabernet Franc, Merlot, and Sauvignon Blanc are some of the first varieties made into this premium line of wines.



2007 David and his brother, John Braganini, purchase an old 20-acre peach orchard in Coloma, located in the heart of the Lake Michigan Shore AVA. This becomes St. Julian’s estate vineyard named Mountain Road Estate Vineyard. At this location they plant Pinot Noir, Riesling, Cabernet Sauvignon and Sauvignon Blanc. Eventually Pinot Gris, Syrah, and Sangiovese would be added. Wines from this vineyard are some of the most prized and awarded wines from the state.



2010 Nancie Oxley joins St. Julian in 2002 and in 2010 is appointed to head Winemaker. This makes her the first female winemaker in the state of Michigan! Joined by Kyle Totzke as Assistant Winemaker in 2016, this winemaking team continues to create award winning wines, ciders, and spirits for every palate!

2016 Following David Braganini’s death, his brother, John Braganini, takes over as St. Julian President. Under his direction, St. Julian continues to grow and push the envelope in what makes great Michigan wine. St. Julian remains a family run winery with John’s wife, Sarah, and children, Apollo and Dario Braganini, taking on integral responsibilities.



2021 For 100 years, St. Julian has been a true Michigan gem! As the oldest and largest winery in the state, Mariano’s family continues his commitment to using local fruit and bringing out the best of Michigan in every bottle. Through continued innovations and investments in equipment, vineyards, grape varieties, winemaking techniques, facilities, and team members, St. Julian Winery and Distillery will be crafting noteworthy wine and spirits for generations to come. Cheers to 100 years!

Share the love...

WE APPRECIATE OUR WINE CLUB MEMBERS SHARING THE ST. JULIAN LOVE!

Refer a friend, family member or business associate to the Wine Club and when they join*, you will receive a \$10 e-gift code!

The more people you refer, the more e-gift codes coming your way!

*Only for new members. New member must make note of the referring name through a link in their club confirmation email. E-Gift codes only available for use in retail rooms or online.

NEW CLUB OPTION

You asked and we listened! Members now have the option of signing up for the Vineyard Select Dry White Club, which highlights our dry white wines; new release and existing favorites. As with our other clubs, you can choose 2, 4 or 6 bottles each quarter. To enroll in this club option, please contact the Wine Club office at wineclub@stjulian.com. Like the dry red club, we may need to limit this option depending on availability.

VINEYARD SELECT WHITE *dry*

WINE CLUB 101

Wine Club members are invited to join us for free Exclusive Guided Tastings held in each tasting room. Taste and learn about the wines you love in a fun and relaxed setting. Each month will focus on a different topic. 2 people per membership. **RSVP REQUIRED** to the tasting room you wish to attend. Space is limited due to social distancing requirements.

RESIDUAL SUGAR*

March 24th @ 6 pm
Frankenmuth, Troy & Rockford.
@ 7 pm in Dundee

March 25th @ 6 pm in Union Pier & Paw Paw.

Residual sugar and Brix are winemaking terms used to reference sweetness levels. Come explore what these terms mean, how Brix and Residual Sugar are measured, and the differences these numbers mean for the wine that's in your glass.

* all dates subject to change or be cancelled due to COVID-19

100 YEARS OF ST. JULIAN*

April 14th @ 6 pm in Frankenmuth, Troy & Rockford.
@ 7 pm in Dundee

April 15th @ 6 pm in Paw Paw & Union Pier.

Founded in 1921, St. Julian is Michigan's oldest winery and has been integral in the development of the MI wine industry. Join us as we taste through the history of St. Julian. It's a fascinating story and one we are proud to share with you!

MAY DATES

April 19th – 29th Special request orders and additional wines will be added to your order and processed. Wines will ship as they are processed unless you make other arrangements. You can change your shipping address, billing information or add wines to your order any time before your order processes. Please keep in mind, once your order processes, we cannot guarantee your requests. You **MUST CONTACT WINE CLUB** to make any changes or additions to your order information.

May 1st All Will Call orders Charged

May 1st May Wine Club Newsletter emailed to you

May 2nd Starting now, Will Call orders available for pick up

May 2nd- 4th All shipping orders charged

May 5th- 6th All regular shipping orders packed and shipped
*all dates subject to change.

Upcoming...

SPRING CASE SALE
March 5-7th in all tasting rooms and for shipping.

Wine Club members receive 25% off 12 or more bottles; mix and match welcome! Penny shipping on increments of 12!

As the governor's restrictions are adjusted, we will be posting events for each tasting room location on our website and on Facebook, so please stay tuned. We have MANY amazing experiences in the works!

Winter Recipe Pairings

WHISKEY BARREL CAB FRANC

EASY BBQ BITES

This easy small bite has a nice smoky flavor that will complement the whiskey notes of the wine.

1 pound ground beef or pork
1 bottle of your favorite hickory smoked BBQ sauce
Salt and pepper to taste
1 bag of tortilla chips shaped like little bowls.
crumbled goat cheese
fresh chopped parsley

In a medium pan, cook beef or pork until it's no longer pink and fully cooked. Drain off excess grease. Season with salt and pepper and then add ½ to ¾ jar of your favorite BBQ sauce. Heat again. Lay out chips on a serving platter in a single layer. Add a small scoop of the meat to fill each tortilla chip cup. Top with crumbled goat cheese and parsley and serve!



FROSTBITE

BLUE CHEESE APRICOT BITES

The sweet caramelized flavors of the dried apricot mirror the dried fruit characters of the wine. Blue cheese is a natural to pair with Frostbite, as the creaminess and saltiness of the cheese balances with the honeyed sweetness of this late harvest wine.

2 teaspoons butter
2 tablespoons whole walnuts
2 tablespoons honey
1 teaspoon chopped fresh rosemary
¼ cup crumbled blue cheese
1 ounce cream cheese
16 dried apricots

In a small skillet, melt butter over medium heat. Add walnuts and cook for 2 minutes or until walnuts are lightly toasted. Stir in ½ teaspoon of the rosemary. Cook for 30 seconds more and then transfer to a foil-lined baking sheet to cool. Combine blue cheese and cream cheese. Beat with an electric mixer on medium until smooth. Spoon about ¾ teaspoon of the cheese mixture on top of each apricot. Top with a walnut and drizzle with honey. Garnish with additional rosemary if desired.



WHAT WE ARE DRINKING IN

February

VINEYARD SELECT

2018 Whiskey Barrel Cab Franc
2020 BR Sauvignon Blanc
Tre Red Blend
2020 WMS Blaufrankisch Rose'
2018 Sol Rouge Cabernet Franc
Mayhem White Blend

PERFECTLY PAIRED

Cento
2020 BR Sauvignon Blanc
2019 BR LaCrescent
2018 Whiskey Barrel Cab Franc
Frostbite
Tre Red Blend

SWEETER HARVEST

Frostbite
Cento
2019 BR LaCrescent
Flirt
2019 BR LaCrescent
Cento

VINEYARD SELECT WHITE

2020 BR Sauvignon Blanc
Mayhem White Blend
2018 Unoaked Chardonnay
2019 BR Traminette
Mayhem
2020 BR Sauvignon Blanc

VINEYARD SELECT RED

2018 Whiskey Barrel Cab Franc
Tre Red Blend
2018 Sol Rouge Cabernet Franc
2018 WMS Merlot/Cabernet Franc
Tre Red Blend
2018 Sol Rouge Cabernet Franc

PERFECTLY PAIRED WHITE

Frostbite
2020 BR Sauvignon Blanc
2019 BR La Crescent
Mayhem White Blend
2019 BR LaCrescent
2020 BR Sauvignon Blanc

READ ABOUT A WINE YOU DIDN'T RECEIVE?
Wine Club members have access to **any** wine, in **any** shipment, if available. Call to check availability @ 800.732.6002 ext 785.

Seasons change and so do our tastes. If you see a club that looks more tempting, call now to change before May's shipment!

800.732.6002 ext. 785 wineclub@stjulia.com