

# ST JULIAN

winery • distillery



MAY 2020

*The Sun Always Rises*

**And the people sat still, and the earth healed, and the sun rose over the vines.** Every year, wineries face unique challenges. St. Julian Winery has been operational since 1921 and has faced many struggles throughout the century; prohibition, WWII, winery fires, recessions, tragic family deaths, crops being wiped out due to extreme weather, and now COVID-19. What has always gotten us through these trying times has been a problem-solving mindset coupled with the unwavering support of family and friends, usually over a shared glass of wine. While this time we haven't been able to come together in person, we have still felt your strength and encouragement from "6 feet apart" and for that we thank you!

Even during a pandemic, it's impossible to shut down Mother Nature. The vines continue to grow in the vineyard and the wine continues to ferment in the cellar. Essential winery workers have to be present to foster the progress. During the Michigan Stay-In-Place Order, the winery has been deemed an essential business. (No matter your political affiliation, we can all agree on that!) However, it has been anything but business as usual. In order to survive this crisis, we've had to pivot and make changes to how we operate, and find new paths for interacting with all of you. The first thing we had to do was sadly close the tasting rooms until further notice. We ramped up our shipping and delivery options and many of the staff members came to the main winery in Paw Paw in order to help with the increased orders needing to be packed. Penny shipping on cases, virtual At Home Tasting Kits with Winemaker Nancie, and local curbside delivery are some of the creative ways we are forming connections during this time of isolation. While it's far from ideal, we love talking with all of you through emails, phone calls, Zoom and social media interactions. It goes to show you that a pandemic is no match for our desire to connect and communicate over great wine!

In an effort to adapt, and help kick this virus, the team worked long and hard to switch gears. They researched and purchased the necessary materials to turn our high proof alcohol into sanitizer. Using a formula approved by the CDC and World Health Organization, St. Julian has been producing sanitizer for first responders, health care workers, essential workers and families across the United States. Between the wine and sanitizer, we are here to help make your quarantine a little more enjoyable and safe.

We are all in this together and we will get through this latest challenge. Now more than ever, it's important to take time and enjoy the simple pleasures in this beautiful and unpredictable life. Enjoy a glass of wine. Find a new favorite as you sit still and let the earth heal. The sun always rises and each day gets us closer to raising a glass together in person.

*Cheers & stay safe!*

# SPOTLIGHT ON

## 2019 BR TRAMINETTE

**Traminette is one of our favorites!** An American-born hybrid, this grape is the baby of the European Gewurztraminer grape and the French-American varietal Joannes Syve. Developed at the University of Illinois in the 1960s, this vine quickly revealed its potential in Michigan winemaking thanks to its complex flavor, productivity, and ability to withstand the cold.

Like its famous parent Gewurztraminer, Traminette makes beautiful wines. Grown in Baroda by Emily and Matt Dietrich, the 2019 Braganini Reserve Traminette is made in the dry style with 0.5% Residual Sugar. It exudes spicy and floral aromas, alongside the flavors of lychee, apricot, apple, and lemon. The acidity from the 2019 vintage balances with the bright fruit. Thanks to its distinctive summer-like aromas and flavors, all it takes is a taste of this varietal and you are hooked!

The brightness of this Traminette pairs well with rich foods such as roasted meats, fried and grilled chicken, and potato salad. It's also a lovely complement to spicy flavors; think Cajun flavors, Mexican or Asian. Sometimes, there is nothing better than a cheese plate on a spring day. Lean towards something strong and firm like Manchego, cheddar or Gruyere when pairing this wine for your charcuterie board. Add some fresh pears, apples and salty almonds and you have the makings for a light and delicious appetizer. This wine also loves seafood and shellfish!

Read more about the growers for this wine, Matt and Emily Deitrich, on page 4 of this newsletter!



**VARIETY**  
Traminette

**AROMAS OF**  
Mango, lily &  
lemon zest

**TASTES LIKE**  
White peach,  
lychee & lemon

**PAIRS WITH**  
Spicy foods,  
spring salads,  
hard cheese,  
chicken & fish

## BLACK & BLUE APPLE WINE



**VARIETY**  
Apple, blackberry  
& blueberry

**AROMAS OF**  
Gala apple & fresh  
dark berries

**TASTES LIKE**  
Blackberry &  
blueberry

**PAIRS WITH**  
Spicy foods, salty  
cheese, ham &  
fresh fruit

**Blackberry & Blueberry is all the rage!** If you have been to the tasting room, you probably have had the opportunity to try our famous Forbidden Fruit Black and Blue Hard Apple Cider. Available in cans, howlers and growlers, this cider is sweet and tart with flavors of fresh berries. One of our members had the idea of making this fan favorite into a wine and we thought this was a fantastic idea!

Both the cider and the wine are made from apples, blueberries and blackberries. So, what's the difference between the Blackberry & Blueberry cider and the new Blackberry & Blueberry wine? Both products use yeast to convert the natural sugars in the juice to make alcohol. The main characteristics that separate cider from wine is the amount of alcohol and Residual Sugar created once the fermentation is done. The United States Government classifies a cider as anything less than 7% alcohol by volume (ABV). In contrast, apple fruit wines range from 8% to 16% ABV. The new St. Julian Blackberry & Blueberry Wine is 12% ABV. This higher alcohol content is created by the yeast converting more of the fruit's sugar into alcohol. With a Residual Sugar of 6.1%, this wine is then re-sweetened with the addition of natural juice, creating a refreshing wine that is higher in alcohol than cider, yet still sweet.

A slight spritz was added to keep the flavors light and refreshing. We know that this will be one of your go-to summer wines. Enjoy it with fresh fruit, delicious cheeses, light salads, grilled meats, spicy foods... anything that screams spring and summer!



# ASK WINEMAKER NANCIE

Can you tell us about the new Signature Series wine?  
*Jillian Myers- Akron, OH*

I am so excited about this wine! The 2017 Signature Series is a dry red blend that is off the charts delicious. The 2017 vintage was one for the record books in Southwest Michigan. The weather could not have been better for growing grapes with warm days, cool nights and very little rain. All the varietals coming in the door at harvest were a wine making team's dream, especially the reds.

Making wine is a team effort; from the growers, to the cellar crew, to the winemakers and enologists. This wine epitomizes the sweat, passion and muscle of our cellar crew who made this wine possible. We honor their efforts in the first of the new Signature Series wines.

The 2017 Signature Series was created to showcase the star reds of this vintage: Merlot, Cabernet Franc, Cabernet Sauvignon, Tempranillo and Chambourcin. Each varietal was individually crafted to highlight the unique characteristics of the grape. Once the individual wines were in the barrel, the team tasted through each lot to determine how they could be blended together to create a new and delicious wine. The result is a big wine with aromas of mocha, cinnamon bark and dark cherry. The flavors are the perfect combination of soft, brooding dark berries and light and playful red berries. The tannins are there, but they don't overpower the fruit. We think you'll agree that this is one luscious wine!

**PASSION. HEART. SOUL.** The St. Julian Cellar Crew is proud to have their signatures on this bottle.

From Left to Right: **Dale Stewart Jr**, Cellar Specialist; **Chris Coombs**, Cellar Specialist; **Kyle Totzke**, Assistant Winemaker; **Nancie Oxley**, Winemaker and VP; **Michael Wiley**, Cellar Specialist; **Bob Bilton**, Cellar Master



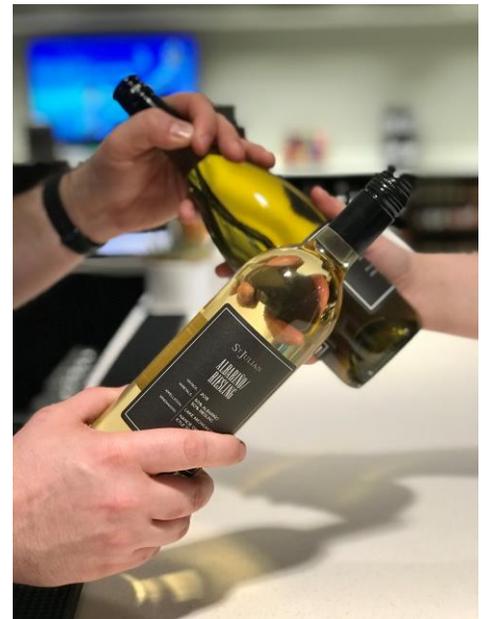
## NEW COURTESY FOR MEMBERS *Bottle Switch*

One of the greatest benefits of Wine Club is access to new release and exclusive wines each quarter. Nancie and the team work incredibly hard to create exciting wines that are designed to engage and expand your palate. It is our hope that when you try something new, you learn more about wine and find new favorites!

We understand that sometimes a wine may not be a new favorite. Therefore, in our continued desire to offer you the best, you may choose to exchange one of your preselected wines each quarter. When it comes to alcohol, there are laws that determine how we can make this happen for you. Here is what you need to know:

- This courtesy is only available on wines picked up in the tasting room. We ask that you try the wine first before making the decision to exchange. \*\*
- You may exchange a bottle for any one bottle of your choosing. **Money cannot be refunded**, so we encourage you to pick a wine at a similar price point. This is a **one for one bottle exchange**. You are not able to exchange two lesser priced bottles for your exchange.
- You may choose a wine valued greater than your preselected wine, with the charge of the remaining balance happening at the time of the exchange.

It is our sincere hope that you find this courtesy a useful perk as you learn about the many different styles and expressions of wine! **\*\* At the time of press, there is a government mandate to halt all tastings due to COVID-19. Unfortunately, we cannot offer you a taste of the wines at this time. Wines shipped cannot be swapped at a later date.**



# GAB WITH THE GROWERS

## GET TO KNOW ST. JULIAN GROWERS MATT & EMILY DEITRICH

**How did you get into grape growing?** When I was a freshman in high school, I got a job with a local grape farmer. I really enjoyed farming and when I was a senior, I decided to try my hand at farming on my own. I bought a tractor and the farmer I was working with helped me find 15 acres of Niagara grapes to rent. I farmed Welch grapes for about 4 years and had 30 acres but got out of it for financial reasons. I never lost my love and desire to farm. About 2 years later, I bought a 10 acre vineyard and Dave Braganini came to me and asked that I commit all my grapes to St. Julian long term. This was the start of our great relationship. Three years ago, grower Mike Nitz was retiring, and I was lucky enough to be able to buy 20 acres from him. I would not be where I am today without the support of my wife, Emily, friends and mentors, and most importantly God for blessing my family with great opportunities!

**Which grapes do you grow for St. Julian?** In total, my wife Emily and I have 30 acres with 8 varieties: Merlot, Cabernet Franc, Riesling, Gewurtztraminer, Albarino, Traminette, Pinot Gris and Tempranillo. Our vineyards are in Baroda township and have nice rolling hills. The proximity to Lake Michigan helps keep the winters mild, except for the Polar Vortex winters we had in 2014, 2015 and 2019. I am excited for this coming season and hoping the vines make a good recovery from the harsh previous winter that wiped out 90 percent of the crop. In the future, we plan on expanding our acreage. Having had a few bad winters with the vinifera grapes, we are focusing on getting those varieties back to full production and looking for new opportunities for planting. My favorite part of farming is harvest. I love driving the truck up to the winery and watching the grapes get dumped into the bin at the crush pad. Seeing all the hard work going into the press and turning it over to the cellar crew is a great feeling!

**How did you feel the first time you saw your name on a bottle of wine?** I was a bit shocked! I didn't know it was something St Julian did for the small batch wines. I love that John (Braganini) and Nancie are committed to local fruit and local farmers. Having my name on the bottle gives me a sense of pride and accomplishment. It also connects family and friends to what we work so hard for. Having my name on the bottle challenges me to grow the best grapes I possibly can. I am proud to have been a St. Julian grower for 5 years and look forward to many years to come!



Matt and Emily Deitrich with son James & daughter Joanna.

## WINE CLUB NEED TO KNOW

### REMINDER OF THESE IMPORTANT DETAILS

#### *May Wine Club Calendar*

- May 1<sup>st</sup>** May Wine Club Newsletter emailed to you
- May 2<sup>nd</sup> and 3<sup>rd</sup>** All shipping orders charged
- May 5<sup>th</sup> -7<sup>th</sup>** All shipping orders packed and shipped
- TBD** All will call orders charged and available for pick up

#### *August Wine Club Calendar*

- July 20<sup>th</sup> – 30<sup>th</sup>** 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 anytime before your order processes. Once your order processes, we can't guarantee your requests. **You MUST CONTACT WINE CLUB to make any changes or additions to your order information.**
- August 1<sup>st</sup>** All Will Call orders Charged
- August 1<sup>st</sup>** August Wine Club Newsletter emailed to you
- August 2<sup>nd</sup>** All Will Call orders available for pick up
- August 2<sup>nd</sup> and 3<sup>rd</sup>** All shipping orders charged
- August 4<sup>th</sup> - 6<sup>th</sup>** All shipping orders packed and shipped

Cancellations must be done in writing to  
[wineclub@stjulian.com](mailto:wineclub@stjulian.com) 30 days prior to the next shipment.

#### *Loyalty Points*

What are those points on my account? Many of you have noticed that you have points accumulating on your Wine Club account. As a Wine Club member, you earn 3 points per dollar spent on all your purchases. Login to your account to check your point balance and redeem your points for a gift code that can be used online or in stores.

**Earn points on every purchase while your membership is active.**  
**Earn 3 points per dollar.**  
**The rate of redemption is 1 point = .01 dollars.**

**Earn 1,000 points to redeem a \$10 gift code just for drinking your favorite wine! Points can be redeemed online or in the tasting rooms. Some exclusions apply.**

*\* May not be used on your quarterly Wine Club shipment.*

#### POINTS

To redeem your points select an item from our Points Eligible Store [HERE](#). Select "Points" as your payment method and complete the checkout process.

Balance: You currently have 939 points  
Balance Value: \$9.39  
Tier: Club Membership

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

VINEYARD SELECT WHITE *dry*

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](mailto:wineclub@stjulian.com). Like the dry red club, we may need to limit this option depending on availability.



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 to the tasting room you wish to attend to reserve your spot. Walk-ins welcomed if space permits.

WHAT'S IN THE GLASS

- June 16<sup>th</sup> @ 6:00 pm in Paw Paw.
- June 19<sup>th</sup> @ 6:00 in Union Pier.
- June 24<sup>th</sup> @ 6:00 pm Frankenmuth, Troy & Rockford.
- @ 7:00 pm in Dundee

Join us for our fun learning game where you try to figure out what's in the glass. Using your deductive reasoning skills of sight, smell, and taste, you will try to determine which wines are in which glass.

\* all dates subject to change due to COVID-19

CHILLIN' OR NOT

- July 14<sup>th</sup> @ 6:00 pm in Paw Paw.
- July 17<sup>th</sup> @ 6:00 in Union Pier
- July 22<sup>nd</sup> @ 6:00 pm in Frankenmuth, & Rockford. @7:00 pm in Dundee

Did you know that wines taste differently depending on the serving temperature? Many wines can be served either chilled or at room temperature and it's pretty cool how the flavors can change as a result.

Come test it out for yourself!

\* all dates subject to change due to COVID-19

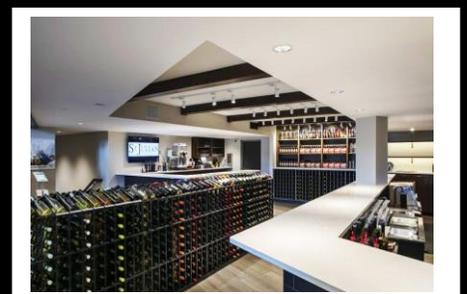
Upcoming Fun

Please visit [www.stjulian.com/events](http://www.stjulian.com/events) for more details & to RSVP & purchase tickets.

ALL EVENTS HAVE BEEN POSTPONED DUE TO COVID- 19

We look forward to getting some great experiences offered as soon as possible. Stay tuned!

BELOW ARE SOME COVID-19 SCENES FROM THE WINERY: Sanitizer, At-Home Tasting Kits, Empty tasting rooms waiting to reopen, Virtual wine with Nancie.



# Spring Recipe Pairings

## 2019 BR TRAMINETTE

### CITRUS SHRIMP CUCUMBER BITES

This is a simple and impressive appetizer. The savory cheese and shrimp, along with the refreshing citrus pairs with the tropical flavors and crisp acidity of the wine.

Cooked, peeled and deveined shrimp  
4 oz. cream cheese, room temperature  
4 oz. goat cheese, room temperature  
Zest of one lemon  
One lemon – cut in half  
Salt and pepper to taste  
3 tablespoons fresh dill  
1 English cucumber- cut into ½ inch slices

Cream together the cream cheese, goat cheese, lemon zest, juice from one half of the lemon, salt and pepper. Top each cucumber slice with some of the cheese mixture and one shrimp. Finish with a squirt of lemon juice and freshly chopped dill.



## BLACK & BLUEBERRY WINE

### MONTE CRISTO BITES

These mini sandwich bites made from crackers are so simple and fun! The sweetness and acidity of the wine balances well with the savory cheese, salty ham and sweet blackberry jam.

blackberry jam  
slices of swiss cheese  
slices of deli honey ham  
Ritz crackers, or other crackers of your choice

Heat oven to 350 degrees. Cut the cheese and ham slices into cracker sized pieces. Place crackers in a single layer on a baking sheet. Cover each cracker with a piece of cheese. On half of the crackers, also put a piece of ham. Bake for 2-3 minutes until the cheese begins to melt. Remove from oven and place a dollop of jam on each cracker that has ham and cheese. Top with the remaining just cheese crackers to make a sandwich. Serve warm or at room temperature.



## WHAT WE ARE DRINKING IN *May*

### VINEYARD SELECT

2019 BR Traminette  
2017 BR Cabernet Franc  
2018 Signature Series Red Blend  
2019 BL Pinot Noir Rose'  
2019 BR Sauvignon Blanc  
2017 BR Cabernet Franc

### PERFECTLY PAIRED

Black & Blueberry Wine  
2017 BR Cabernet Franc  
2019 BR LH Vidal Blanc  
2019 BR Traminette  
Bella Bee  
2019 BR Sauvignon Blanc

### SWEETER HARVEST

Black & Blueberry Wine  
2019 BR LH Vidal Blanc  
Bella Bee  
2019 BR Meconi  
2018 SJ LH Chardonnay  
2019 BR LH Vidal Blanc



### VINEYARD SELECT RED

2017 BR Cabernet Franc  
2018 Signature Series Red Blend  
2017 BR Tempranillo  
2017 BR Chancellor  
2017 BR Cabernet Franc  
Coastal Red Blend

### PERFECTLY PAIRED WHITE

2019 BR Traminette  
2019 BR LH Vidal Blanc  
2019 BR Sauvignon Blanc  
Bella Bee  
Coastal White Blend  
2018 SJ LH Chardonnay

*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 August's shipment!

800.732.6002 ext. 785 [wineclub@stjulian.com](http://wineclub@stjulian.com)