



# ST. JULIAN

winery • distillery

P R E S S   K I T

# WHO WE ARE

WE MAKE WINE, CIDER, AND SPIRITS IN A RANGE OF STYLES TO MEET EVERY CUSTOMER TASTE.

St. Julian Winery was founded in 1921 in Canada by Mariano Meconi under the original name, "The Border City Wine Cellars". Meconi set up shop in Detroit after the repeal of Prohibition in 1933 and changed the name to "The Meconi Wine Co." In 1936 he moved operations to its current location in Paw Paw, MI, and changed the name to "The Italian Wine Co." 1941 brought another name change to its current name, "St. Julian Wine Co." The name pays respect to the San Giuliano, the Patron Saint of Faleria, Italy, where Meconi was born. Meconi is one of the handful of entrepreneurial Italian winemakers (Mondavi, Sebastiani, Gallo, etc.) that made their way to the United States in the early part of the 20th century.



We believe in a world where happiness and fun are just a glass away.

As it approaches 100 years of winemaking in 2021, several descendants of Mariano Meconi are involved and passionate about the wine and spirits business. Today, the company is run by the 3rd and 4th generation family members John Braganini (3rd generation) and his wife Sarah, along with his sons Apollo, and Dario Braganini (4th generation). The future is bright for St. Julian Winery.





We help all wine lovers connect with our wines on a positive emotional level by delivering an exceptional experience, through skilled winemaking, industry expertise, and deep connections.

Through its name changes and expansion, St. Julian wine has become the most award-winning winery in Michigan. We value our loyal customers, and make sure there is something for everyone... Sweet and dry wines, brandy, spirits, cider. Even juice for the kids. All made from Michigan fruit.

Nancy Oxley is Vice President of Winemaking at St. Julian, having worked there for nearly two decades. Since she joined the winemaking team, St. Julian wines have won more than 200 "Best of Class" and "Double Gold" awards. She continues to oversee wine production, guiding a talented team to make well over 100 different wines each season.



# THE TEAM

## JOHN BRAGANINI, PRESIDENT

John has piloted St. Julian since 2016. John is the fifth family member to lead the company, dating back to 1921. In addition to his role at St. Julian, John and his wife, Sarah, own and operate Mt. Road Vineyard, the winery's estate plot, featuring 6 different varieties of vinifera. Braganini has a B.S from Bloomsburg University of Pennsylvania and an MBA from Northwood University in Midland, MI. John is joined by his two sons, Dario and Apollo II, in their collective effort to innovate and lead the Michigan wine industry.



## APOLLO BRAGANINI, VP OF SALES

Apollo is part of the fourth generation of family operators at St. Julian and grew up around the winery, working in the tasting rooms during summers. Apollo earned his Degree in Business Management from Davenport University and entered the automotive retail industry where he spent 11 years sharpening his sales and marketing skills. In 2017 he joined the St. Julian team full time where he is currently tasked with managing the Wholesale Operations for the winery.



## WINEMAKING

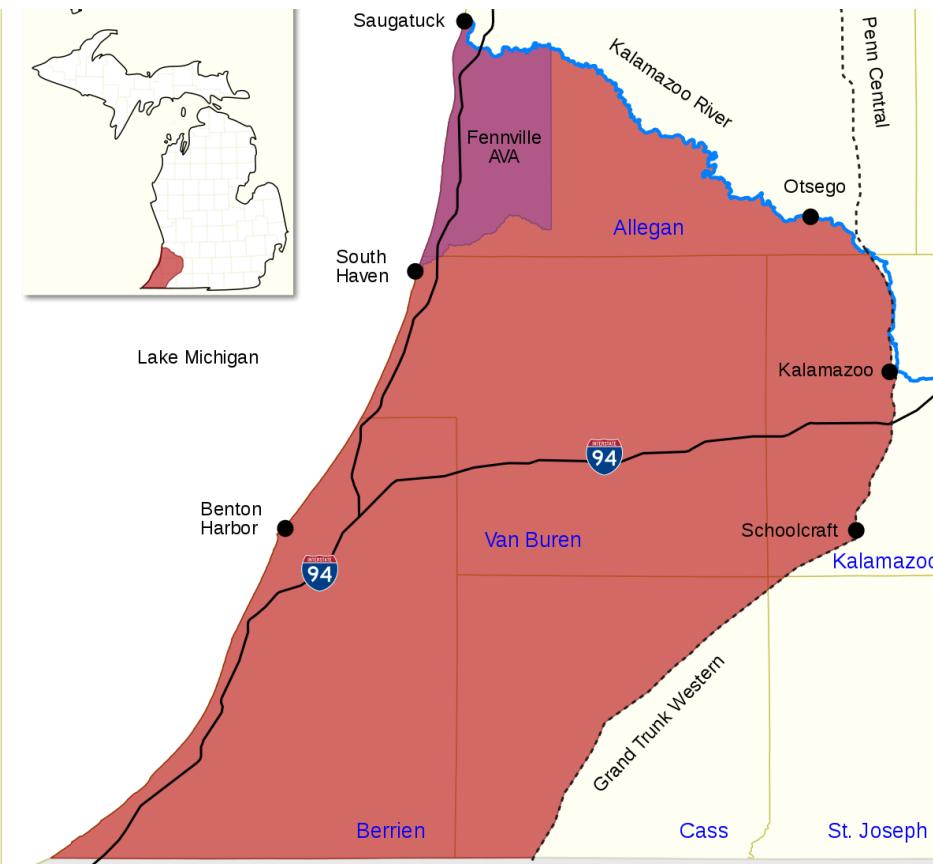
Our winemakers, **Nancie Oxley** and **Kyle Totzke** are considered to be some of the most experienced, creative, and talented in the industry. One of only a handful of female winemakers, Nancie has a wealth of experience and performance and has been with us since 2002. Kyle comes from a Southwest Michigan wine grape growing family that dates back hundreds of years and compliments Nancie as we continue to harvest awards and medals in competitions.



# LAKE EFFECT

ST. JULIAN IS COMMITTED TO  
USING LAKE MICHIGAN  
SHORE FRUIT IN ALL OF OUR  
PRODUCTS

Lake Michigan Shore is the largest of the state's five American Viticultural Areas (AVAs), stretching from the Indiana border north to Fennville and east to Kalamazoo. The protective "lake effect" of Lake Michigan tempers the otherwise extreme northern climate. The characteristic soil and topography of the AVA results from glacial actions that deposited inestimable amounts of soil debris and made the area so hilly. These conditions increase air-drainage to the lake, reducing the danger of frost settling on vines in the winter and providing cooling breezes in the summer. This AVA has a relatively warmer growing season, up to two or three weeks longer than northwestern Michigan. These three factors (climate, soil, and topography) make this region hospitable for growing a surprisingly wide variety of grapes. Winemakers craft a diverse range of different wines... from the sweeter-style wines made from labrusca grapes, such as Concord and Niagara to drying styles more common around the world, such as Merlot, Chardonnay, and Cabernet Sauvignon.



The Lake Michigan Shore wine region contains 90% of the state's vineyards and has been producing wine since the reconstruction era after the Civil War. The area's proximity to Lake Michigan provides the vineyards with the ideal, temperate climate for growing wine grapes. Michigan wines are receiving increased national attention due to the recognition of their quality, and wines from this region of Michigan are among the most awarded the state has to offer.

# THE WINES

## BRAGANINI RESERVE

Braganini Reserve (BR) is the premier brand of the St. Julian portfolio. The BR line showcases everything from innovative winemaking techniques to estate grown grapes. This line of wines is only available at the St. Julian tasting rooms, wine club, e-commerce, and at a few select stores and restaurants.



## COASTLINE WINERY

As part of an expansion into the on-premise market, St. Julian recently released two new offerings from the Lake Michigan Shore AVA: Coastline Red and Coastline White. These dry wines are a proprietary blend of several grape varieties, highlighting classic winemaking paired with the artisanal winemaker's hand in blending.



## NATIVE ROOT

Long before European settlers arrived in North America, wild grapes grew along the shores of this region producing intensely sweet and foxy flavors in wines. Native Root Red is a celebration of Concord, one of the most popular of these original varietals. Native Root Rosé is a celebration of Catawba, one of the most interesting of these original varietals.



# THE WINES

## RED HERON / BLUE HERON

One of the best selling brands in St. Julian's portfolio - Blue and Red Heron are delicious examples of Michigan's cool climate white wines: made with the addition of reserve juice, the naturally low alcohol content and luscious fruit flavors appeal to a broad spectrum of wine lovers.



## SWEET REVENGE

Sweet Revenge has been the fastest growing brand in the St. Julian Portfolio over the past 3 years and shows no signs of slowing down. A proprietary blend that is packed with a showy fruitiness up front, then bursts with fresh grape scents that are reminiscent of fresh grape juice. Powerful and provocative, Sweet Revenge is best served cold.



## EVENING WINES

These wines were made for the Social Butterflies that spend Late Nights out On the Town. Since their introduction they have become a strong brand in the St. Julian portfolio.

Social Butterfly - A sweet Rosé with floral aromas, notes of ruby red grapefruit, and flavors of strawberry, candy, and watermelon.

On the Town - This sweet white is bursting with tropical tangerine, peach, and apricot with luscious floral on the nose.

Late Nights - A sweet red with flavors of raspberry, plum and blackberry. This light and refreshing wine will brighten things up!



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