



F I R E S I D E

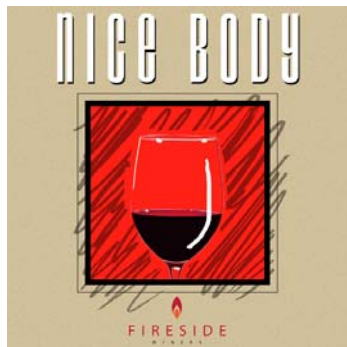
W I N E R Y

Fireside Winery Newsletter

SEPTEMBER 2011

Congrats to Creativity!

Earlier this Summer we asked for help in creating some eye-catching graphics we could use on our social media. We were pleased with the response and are proud to announce the top 3 images:



1st Place - Darin Williams

Dear Fireside Friends,

What a great grape harvest!!!

This year we tried something new - our iPick iStomp iDrink™ harvest days were a tremendous success. Successful not only because all of our grapes were harvested quickly but because we got to meet so many new wine friends!

Zach, our winemaker, continues to impress us with his skillful winemaking abilities by crafting delicious and inspired wines. If you haven't tried the 2010 vintage Seyval Blanc, you are missing something extraordinary. We are also excited by the the 2011 Marquette - soon to be our estate red - already showing promise!

The Fireside Team, both full and part time staff, have gone above and beyond - as usual, and we're so happy to have such a well-trained and dedicated group represent us!

Please take a few minutes to read what is new around Fireside!

Thanks,

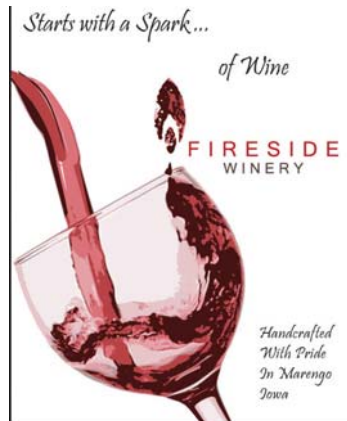
Bill & Rona Wyant
Fireside Winery

HARVEST PARTY - Sept. 24th

Chris Brooks & the Silver City Boys



2nd Place - Darin Williams



3rd Place - Janelle Bidne

Each top placed image creator will receive a \$50 Fireside Winery gift certificate. Those not selected will receive a complimentary glass of wine and our deepest appreciation.

Thanks!!

The RETREAT at Fireside

The Retreat at Fireside Winery awaits you! Whether your get-away is a night away or an entire week away, The Retreat at Fireside Winery is the perfect destination for the wine enthusiast who desires elegance and comfort-along with all



THIS SATURDAY - Chris Brooks & The Silver City Boys are a premier Minnesota-based Country Rock band. This dynamic, high-energy 5-piece with great harmonies mixes Texas "Red Dirt Country" with Current Radio Hits and their spin on the Classics to keep the dance floor packed.

VIDEO PREVIEW

CHRISBROOKSBAND.COM



CHRISBROOKSBAND@GMAIL.COM

EPG PRODUCTIONS



Chris Brooks & the Silver City Boys EPK

Please join us for our end-of-season Harvest Party (9/24) at our winery.

FOOD: Hog Roast and buffet- by [P.H.A.T. Daddy's Restaurant](#) (\$15)

BEER: [Millstream Brewery Beer](#) will be on Tap

COVER CHARGE: Event cover charge of \$5 begins at 5pm.

In the Wine Cellar

Winemaking Update

They say great winemaking begins in the vineyard and if that maxim is true we should expect some amazing wines this vintage. The grapes were in pretty good shape, and thanks to a dry August and September the sugar (brix), pH, and acidity were ideal.

the conveniences of home!

Learn More: [The Retreat](#)

Wine Buyer?

Are you the wine buyer for your family or group of friends? If you want to find our wines in a store near you, you can help.

Let your local retailer know you want and will purchase Fireside Wines from them. Then, let us know you told them!

[Retailer Locator](#)

Contact Brad@firesidewinery.com to become a retail account or to pass along your tip.



Check out our calendar of events. We have live music every Friday evening (through Sept.) and Sunday afternoons (through Oct.).

Click here to view our upcoming event:

[EVENT Calendar](#)

Fireside Fan Club

Have you signed-up to be in our Fireside Fan Club?

How? It's Easy:

1. Buy 1 case of wine
2. Sign-up for free
3. Get Discounts on cases

The first grapes to come in from the vineyard were our Brianna (August 20th). Big, juicy and delicious our Brianna is shaping up to be one of our favorite delicate, fruity white wines.

Marquette (our estate red) and Frontenac show great promise this year. In the short video clip below you can see how we processed some of our Frontenac two weeks ago. Note how Zach and Phil bucket the grapes into the crusher; then how they are pumped into an awaiting macro-bin where fermentation will begin.



Crushing Frontenac

This week many of our wines will be racked (transferred off the dead yeast cells) to help yield clear wine and to ensure a healthy environment for the young wine to thrive.

Malolactic Fermentation (MLF), also known as secondary fermentation, has begun in our red wines. The malo-lactic bacteria introduced to the wine will convert the harsh (more tart) malic acid (the acid in apples) into the soft, round lactic acid (the chief acid in milk).

Make sure to give these wines a try: Brianna (new), the updated 2010 Seyval Blanc (round, buttery, oaky, delicious). And don't miss our big, bold reds!!!

iPicked iStomped iDrank!

240+ Volunteers Help us Bring in the Grapes

4. Special perks during events.

Ask our tasting room attendants for details.

Off-Site Events

Ambassadors in Action



We strive to provide the best off-site service for our retail partners. Two of our Wine Ambassadors (Jean & Pat) patiently pose for a picture during a recent tasting at the Hy-Vee (Dodge St., Iowa City).

For a listing of our upcoming off-site tastings, click here:

[OFF-SITE TASTINGS](#)

FIND US HERE



Our Social Media Links:

- [Fireside Facebook Page](#)
- [Fireside Twitter Page](#)
- [Fireside YouTube Channel](#)
- [Fireside Winery Blog](#)



Every

Saturday from August 20th through September 10th we had from 10 to 110 volunteers helping us pick our grapes.

This was the first year we offered the **iPick iStomp iDrink™** opportunity and it was a tremendous success! Volunteers, arriving as early as 7am and working until noon, helped us pick our grapes in the morning and then followed by lunch at the winery, a free t-shirt (accompanied by stomping grapes and staining their shirt with purple foot steps), and a bottle of wine as our thank-you!



We were so thrilled by the success of this first "iPick" harvest event that we can't wait to do it again next year. Stay tuned next summer when we announce the 2012 **iPick iStomp iDrink™** harvest opportunities.



[Join Our e-Mail List](#)



iStomp - harvest 2011

Thanks to everyone who came out to help us this year!!!

COSTUME DANCE PARTY

Saturday, October 29th - at Fireside Winery



Calling all Ghouls, Goblins, and Ghosts! Our DJ is holding nothing back for this all out Halloween Costume Dance Party at Fireside Winery. \$5 cover charge. Contest for best costume! Try our **BLOODY Sangria**, Witches Brew, and Bone Chillin' Millstream Beer!

Pre-party starts at 6:00 - Tomb opens at 8pm!

All Aboard - May Cruise



Space is **VERY** limited for the May, 2012 West Coast Wine Cruise but you need to book soon (and as a part of our group). **\$75 discount per person this week only (through 9/23)** for inside cabins. Contact Rona: 319-662-4222 or email her at Rona@Firesidewinery.com for details.

Visit us Soon!

Make a day of it...make a weekend of it! Fireside Winery, located 4 miles north of I-80 exit 220 (Tanger Center), is your mini-vacation location. FUN AWAITS!!

See you soon!

Your wine pals at..
Fireside Winery
1755 P Avenue
Marengo, Iowa 52301
(319-662-4222)

[Forward email](#)



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