



# F I R E S I D E

W I N E R Y

Fireside Winery Newsletter

NOVEMBER 2011

**Thank you!**

**BUY  
LOCAL.**

Bring Fireside home for the  
Holidays!



**We are in nearly 100 retail  
locations around Iowa.**

Are you the wine buyer for your  
family or group of friends? If you

Dear Fireside Friends,

With the Holidays fast approaching our thoughts turn to family and friends; the meals we share together and how wine is such an integral part of the season.

We are grateful for your continued support. Recent wine consumer research indicates purchases of Iowa wines is increasing at a very good pace! Buying local means you are supporting small family farms, wine makers, and grape growers.

We hope to see you during the upcoming Fall for Wine Case Sale, just in time for Holiday gift giving or for the Thanksgiving table.

Warm Regards,

Bill & Rona Wyant  
Fireside Winery

**Fall Case Sale**

**Fall for Wine - Nov. 18-20th!**

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](mailto:Brad@firesidewinery.com) to become a retail account or to pass along your tip.



Click here to view our [EVENT Calendar](#)

## Fireside Fan Club

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



### How? It's Easy:

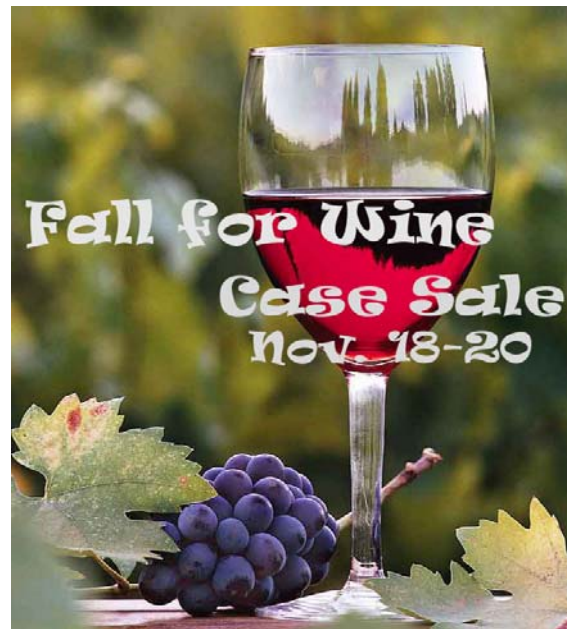
1. Buy 1 case of wine
2. Sign-up for free
3. Get Discounts on cases
4. Special perks during events.

Ask our tasting room attendants for details.

## WINE 4 YOU!

Off-Site Wine Tastings

We're bringing our wines to you! Join us at one of our upcoming



Just in time for the Holidays! Join us for our annual **Fall for Wine** case sale. Save 20% off our regular prices when you purchase a case (12+ bottles) of your favorite Fireside wines (cases may be mixed).

WATCH our fun, new video:

[LINK](#)

*20% case discount does not qualify for enrollment in the Fireside Winery case club; however, renewals at 20% are accepted if expiration date is within one month of the event dates.*

## Frontenac is Back!!

Signature dry red wine

We are proud to announce the release of our award winning, signature dry red wine - Iowa Frontenac!

RELEASE DATE: Nov. 18th

Our Iowa Frontenac, a dry red wine is packed with delectable aromas of dark Cherries, Black Raspberry, subtle notes of vanilla, oak, and leather. A lively, fruit-forward dry red wine that lingers pleasantly on



wine tastings in a store near you. Click here to see if we're coming to your town soon!

### [OFF-SITE TASTINGS](#)

the palate. Pairs nicely with grilled steak and pasta with tomato sauce.

Iowa Frontenac: \$15  
Drink Now through 2017

## 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 the conveniences of home!

To learn more...[click here!](#)

## FIND US HERE

Our Social  
Media Links:



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

## The WINE BOAT



Anchors Aweigh! Join us for our first West Coast Wine Cruise - setting sail on May 12, 2012. There are still a

## In The Cellar Winemaking Update

Red wine production tends to begin in open-top fermentation tanks called macro-bins. Once the red wine grapes are destemmed and crushed (actually, the skins are broken to release the juice) we pump the "must" (the grape skins, seeds, and juice) into these bins to ferment.

**HOW DOES FERMENTATION WORK?** Wine yeast have the ability to convert sugars into alcohol (with carbon dioxide and heat as by-products). Fully ripened wine grapes tend to be very sweet, upwards of 25% sugar, and we in the wine industry refer to this percentage as degrees-Brix (e.g., 25 Brix).

Generally speaking the yeast can convert about one-half of the sugar into alcohol, thus a 25% sugar grape juice can yield about 12.5% alcohol wine. The fermentation process creates a lot of carbon dioxide gas!

Once fermentation takes off, with the addition of a specially selected commercial yeast strain, the grape skins rise to the surface because of all the CO2 gas. Grape skins contain important properties, such as anthocyanins (color pigments), tannin, and other good stuff, we want to make sure it is incorporated into the fermenting wine. Additionally, it makes for good practice to avoid any bad micro-organisms the exposed dry grape skins may contain. So, two or three times daily we "punch down the cap" to make sure all that goodness is in the wine! The following video shows the process in action.

couple rooms available on a first come basis.

Learn More: [WINE CRUISE](#)



[Join Our e-Mail List](#)

IT'S WARM ON THE PATIO



The weather outside is cooling down but we're stoking the fireplace at Fireside Winery. The patio is now enclosed and protected from the elements.

If you haven't been here recently, we've just installed three large space heaters to keep you extra comfy on the patio. Stop by and relax by the fireplace with a bottle of wine and your favorite appetizer!

Remember: We're only 4 minutes north of the Tanger Outlet Center!



Punching Down the Cap

## Holiday Open House

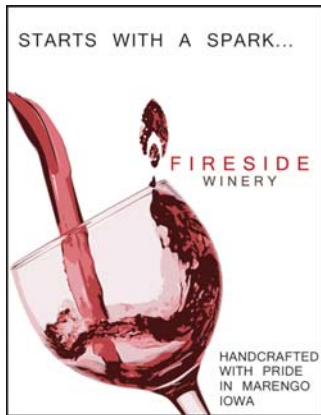
Dec. 10th (5-7pm)



**Need a great gift idea for the wine lover in your life?**

Plan to attend our Holiday Open House. Luminaries will light your way in to our Winter Wonderland. Try our delicious new wines, **Meet Mrs. Claus** (and listen to her stories from the North Pole), sample warm mulled wine, and check out our selection of great gift items and jewelry.

Stay warm near the hearth on our delightfully decorated and newly heated patio and sing along with students from Williamsburg High School as they warm your heart with **Christmas Carols from 5-7pm.**



## Halloween Party - A HIT!

Our first Halloween Costume Dance Party was a big hit and we were thrilled by the wonderful costumes. Thanks to everyone for dressing up, dancing and for making our bash a success!

Click to view our Facebook Photo Album: [LINK](#)



## 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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Fireside Winery | 1755 P Avenue | Marengo | IA | 52301