

Winter 2011 Newsletter

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Deer Run
WINERY



585-346-0850
Geneseo, New York



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Food and Wine

In upcoming newsletters we will feature more informative pairings; some that we've featured in our events, some that our employees submit and others that local chefs and customers have suggested.

For now, lets just say that when it comes to Italian tomato and pasta dishes, Deer Run Winery's Runway Red is just exquisite!!!



Vineyard update:

Well, the vines have been dormant for a few months now, and our pruning has begun. Emily has finished the small block of Vidal out front, Scott and Connor Dady have started on the Noiret, our most prolific vine, Gary has been working on the Valvin Muscat and all is going well so far. We will be changing our training system over for a few of our varieties this winter, as well as getting some wires up for our new block of Riesling.

Deer Run Winery out and about:

2/5/11- North Shore Grill
Shopping day and wine
tasting

2/5/11- Avon Hearts for ALS
dinner at Avon Inn

2/9/11- Dansville Ladies Civic
Group

2/11/11- Tasting at Fowler's

Happy 2011 to all of our friends!!!

We have had a great holiday season and are looking forward to a great 2011. While the vines are sleeping the wines are coming along great. We have a few new wines and new styles to be bottled this year.

You'll begin to notice a few new changes around the winery, beginning with our newsletter. We will be including new content; a winemaker's update, notes from the gift shop, a vineyard update, some food and wine pairings/ideas, some Finger Lakes wine history as well as upcoming events.

We hope that you'll find the new format informative and entertaining. If you have any suggestions please feel free to send us an email. Thank you for your patronage and we hope to see you in the tasting room this year!!!

Wine maker's update:

Chill out!!! That's what we're asking mother nature and our unbottled 2010 vintage to do right now. All of the wine is currently being cold stabilized with the help of mother nature. Cold stabilization is the process of bringing the wine down to around 24-26 degrees, causing the tartaric acid to precipitate out of the wine in crystal form. After which the wine will be racked off, leaving the tartaric acid behind and mellowing out the wine a bit.



Have you ever opened a bottle of wine and found some clear (or sometimes pinkish if it is a red wine) crystals either on the cork or on the bottom of the bottle? Those crystals are tartrates; a harmless, tasteless, odorless crystalline form of tartaric acid. They are a natural occurrence and will not affect the flavor of the wine at all. If the crystals bother you, by all means decant the wine.

After cold stabilization and racking, we will be filtering and blending our wines. We will hopefully be bottling earlier again this year, which eases the work load a bit during the growing season.

Have a great winter, get out and play in the snow and then get inside, warm up and enjoy a nice glass of wine. We recommend Deer Run Winery's Noiret or Max Black after a fun day in the snow.

From the Gift Shop:

Canal Town Wine and Spirits

3/5/11- Wayland benefit

tasting and spa day

4/8/11- ROC City Uncorked

Finger Lakes Wine History

Look for fun facts about the history of our region, from the grapes to the changing tides of the wines produced here.

Sponsored by the [York Historical Society](#).

Our gift shop has a lot of special food items that are selected for their excellent quality, most of which are locally produced. When we first opened the winery we wanted to include food items that went well with our wines. Buying from local producers has always made sense to us; it supports the local economy and increases public awareness of the great products available outside of the box stores.

Watch for some of these products and vendors to be featured in our upcoming newsletters.

-Joan Kuyon

Upcoming Events at the Winery:

(Sip and Stitch has been cancelled until further notice. If you have an interest in this monthly event starting back up please send us an email.)

March 19th 2011 from 7pm until....?

"We, The Jury- The Case of the Thawed Thief"

An audience participation theater night. Critically acclaimed entertainment, definitely a don't miss event!!!

\$20 per ticket, includes a glass of wine

\$5 Cheese and snack tray is available

Show starts promptly at 7pm, audience needs to be present prior to start.

April 16th 2011 from 12pm until 5pm (or until we run out of soup)

Soup-er Saturday

Free- Sample soups paired with our wines.

April 20th 2011 from 4-6pm

Livingston County Chamber of Commerce

"Chamber After Hours"

Open to all Chamber of Commerce members, any non-members please call ahead to ensure we have room.

Wrap up:

We will continue to send postcard emails close to the dates of our events as a reminder or to let you know that they are sold out. Some exciting upcoming events include:

2 concerts this summer, [Dave McGrath](#) in July and a charity concert in August to benefit the Livingston County Humane Society (we are working with a band that we are excited about, details upcoming).

Our first Harvest Fest in October, details to be "picked" later.

Wegmans will be joining us again this spring to offer some great food paired with our wines.

Look for our Facebook page to be overhauled this winter as well as a Deer Run Winery GROUPON that should hit their queue soon.

And we will finally be updating our computer system in our retail shop, which has been painfully unreliable since we opened in 2003. Thank you for your patience in the past and in advance during the changeover.

Also, we will be archiving all of our newsletters on our web site.

Finally, we want to thank everyone for your continued support and lets all get ready for a great year to come!!!

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