

Arbor Hill



For Immediate Release
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***Arbor Hill Traminette Wine Wins Again
at Finger Lakes International Wine Competition!***

Naples, NY, April 12, 2004 — Arbor Hill Winery's Traminette wine received a prestigious Double Gold medal at the 2004 Finger Lakes International Wine Competition (FLIWC), which was held on March 27th and 28th in Rochester, NY. The annual event received over 1500 wine entries from all over the world. Of the twelve Double Gold medals awarded, only three were for wines produced in New York State. This is the third consecutive year that Arbor Hill's Traminette wine — a unique variety of white wine with floral aroma and spicy taste — has received a medal at this event.

“We are thrilled with the Double Gold medal and the unanimous conclusion of such a prestigious panel of judges,” says John Brahm, winemaker at Arbor Hill Winery. “Our family of Traminette wines—Classic Traminette, Dry Traminette and a late harvest Traminette called Ambrosia—continue to have an amazing track record for winning awards year after year,” *See attached awards listing.*

For more information about Arbor Hill, visit www.thegravery.com

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About Traminette Wine

Traminette can trace its roots back to the village of Tramin, Italy around 1000 AD. It is the first generation progeny of the famous Gewurztraminer grape grown in the Alsace region of northeast France. In 1996, John Brahm of Arbor Hill was the first to market Traminette, a totally new category of white wine made from a varietal grape hybridized specifically for cool climates at the Cornell Experiment Station in Geneva, NY. The Naples-based winery bottles its Traminette wine in a brown hock bottle to emphasize the unusual aging characteristics of this unique white wine.

Noted director of wine and Maitre Sommelier for the prestigious Orange County, California Pacific Club, René Chazottes, said, “In all my years experience and all my wine judging around the world, I have never encountered anything like Traminette wine. Arbor Hill Traminette is extremely well made, so fresh and crisp. I fell in love with the taste. This is certainly a fine example of *terroir* in the New World.” *Terroir* is an old European term used to identify the perfect matching of grape variety with a site’s topography, hydrology, geology, climate, soil and winemaking technique to produce a wine of truly outstanding quality.

While John Brahm claims that much of his success with Arbor Hill’s Traminette wines is because the grapes are ideally suited for the cool climate of the Finger Lakes region, he still faced the challenge of developing his own technique for making the first ever wines from a new grape — an extremely difficult task even for a master winemaker, given that he no historical data or benchmark to follow. Still, he forged ahead and created not one or two, but three award-winning wines.

“I first tasted wine from this grape during its trial stages at Cornell’s New York State Agricultural Experiment Station and I saw its potential for wine immediately,” says John Brahm. “When our 1996 vintage was named the Best New York White Wine at the 1997 International Eastern Wine Competition, I knew I was on to something exciting.”

Arbor Hill's Traminette wines continue to win a number of prestigious awards, including the following:

New York Food and Wine Classic — This is the “Academy Awards” of the New York wine industry. Sponsored for the last 15 years by the New York Wine & Grape Foundation, the statewide trade association of the New York grape and wine industry.

Classic Traminette:

- Bronze Medal in 2003
- Double Gold and Best of Class in 2002
- Gold Medal and Best of Class in 2000 and 2001

Ambrosia:

- Bronze Medal in 2003

International Eastern Wine Competition

Classic Traminette:

- Gold Medal in 2001, 2002 and 2003
- Best Wine in New York State in 1999

Dry Traminette:

- Silver Medal in 2003

Ambrosia:

- Bronze Medal in 2003 and 2002

Finger Lakes International Wine Competition

Classic Traminette:

- Double Gold Medal in 2004
- Silver Medal in 2003 and 2001
- Gold Medal in 2002

Dry Traminette:

- Bronze Medal in 2003

Ambrosia:

- Silver Medal in 2003
- Bronze Medal in 2002

New York State Fair Wine Competition

Traminette:

- Silver Medal in 2003 and 2001

Dry Traminette:

- Gold Medal and Best of Class in 2003

Ambrosia:

- Bronze Medal in 2003

Florida State Fair Wine Competition

Classic Traminette:

- Silver Medal in 2004
- Gold Medal in 2002

Ambrosia:

- Silver Medal in 2004
- Silver Medal in 2002

Dallas Morning News Wine Competition

Classic Traminette:

- Silver Medal in 2003

Ambrosia:

- Silver Medal in 2003

Editor's Note: Photos are available upon request

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