



FireLake Introduces New Ten Thousand Vines Wine

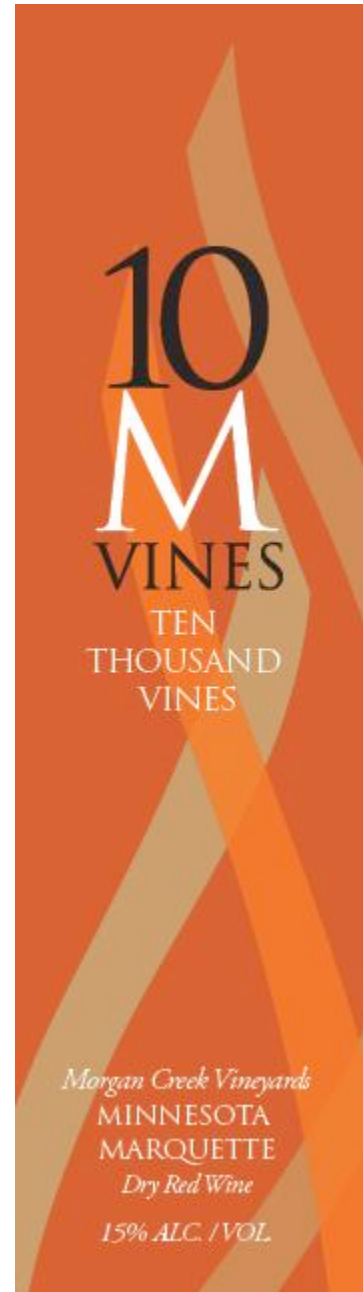
March 31, 2009, Minneapolis, MN – At 2pm this afternoon, [FireLake Grill House & Cocktail Bar](#), the University of Minnesota and [Morgan Creek Vineyards](#) unveiled a new all-Minnesota wine, aptly named Ten Thousand Vines, a result of efforts by all three parties. Ten Thousand Vines is the first commercial private-label release of the Marquette grape, a new cold-hardy variety developed by the University of Minnesota and crafted by Morgan Creek Vineyards with the assistance of Executive Chef Paul Lynch of FireLake Grill House. Like the Honeycrisp Apple, it is a wine the state can claim as its own.

Ten Thousand Vines is a blend of three [cold-hardy wine grapes](#): Marquette, Frontenac and LaCrescent. Marquette's high sugar and moderate acidity make it very manageable in the winery. Finished wines are complex, with attractive ruby color, pronounced tannins, and desirable notes of cherry, berry, black pepper, and spice on both nose and palate. Marquette represents a new standard in cold-hardy viticulture and enology. The addition of Frontenac's distinctive cherry aroma and inviting palate of blackberry, black currant, and plum adds another layer to the versatile dry red wine.

“In crafting the wine we were looking for a blend that would complement the flavors of the heartland cuisine we serve at FireLake Grill House and we found those qualities in the regionally harvested Marquette grape,” says Chef Paul Lynch. “The future of the Minnesota wine industry is very bright and we are excited to play our part in its growth.”

The wine is available exclusively at FireLake for \$29 per bottle and pairs perfectly with the regional heartland cuisine of Chef Paul. Due to a limited first release of 67 cases, the result of a 160 gallon production from the 2007 harvest, the wine will only be available at the restaurant while supplies last.

Morgan Creek, located in rural New Ulm, Minnesota is privately owned by Paula and Georg Marti, a fifth-generation member of the Schell brewing family. Established in 1993, Morgan Creek produced its first vintage season the fall of 1998, and opened Minnesota's only underground winery. Morgan Creek's expertise in



growing and producing fine award winning wines with Minnesota cold-hardy varieties played an integral part in the creation of Ten Thousand Vines.

The University of Minnesota initiated a breeding program for wine grapes in the mid-1980's. In 2000, a state-of-the-art enology lab and research winery was completed. Today, the U of M is recognized as one of the top wine grape programs in the United States. The program's goal is to develop high quality, cold-hardy, and disease resistant wine and table grape cultivars.

From 2003-2008, the Minnesota wine grape industry doubled in growth after the release of high quality, cold-hardy wine grapes developed by the University of Minnesota resulting in a significant positive economic impact for the state of Minnesota. By 2007, there were a total of 26 licensed wineries in the state, producing 61% more wine in 2007 than in 2006. With continuous research into new cold-hardy grape varieties, plus optimum viticulture, and enology, the majority of grape growers and all the wineries indicate plans to expand in the next two years. FireLake looks forward to a continued collaboration between Morgan Creek Vineyards and University of Minnesota and being an active participant in the fruitful Minnesota wine industry.

FireLake is located at 31 South 7th Street in the heart of downtown Minneapolis. Since opening in June 2003, it has earned a reputation as one of the twin-cities most popular power-broker scenes during the week and as a relaxing, neighborhood gathering place in the evenings, for weekend brunch and Sunday suppers. Breakfast, lunch and dinner are served daily in the main dining room with open-kitchen views of the real wood-burning ovens and rotisserie. In addition to the main dining room, the restaurant has two private rooms.

For more information, menus and wine lists visit www.firelakerestaurant.com. For reservations call 612.216.FIRE.

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