



MORGAN CREEK VINEYARDS

Research. . . Artistry. . . a new wine emerges from land of ten thousand lakes
rural - urban collaboration achieves significant breakthrough for Minnesota wine industry

New Ulm, MN - Morgan Creek Vineyards and FireLake Grill House will mark the completion of a ten month collaboration that has achieved a significant breakthrough for the Minnesota wine industry.

The release of FireLake's new house wine, *Ten Thousand Vines - 10M Vines*, will be hosted by Executive Chef Paul J. Lynch and wine maker Georg A. Marti. The invitation only wine debut will be held at FireLake Grill House at the Radisson Plaza Hotel, in the heart of downtown Minneapolis, Tuesday, March 31 at 2:00 pm. Along with comments from Chef and Wine Maker, representatives from the Minnesota Farm Winery Association and Minnesota Grape Growers Association will be available for a Question & Answer session.

Exactly one year ago, FireLake Grill House Executive Chef, Paul Lynch approached the owners of rural New Ulm's local winery, Morgan Creek Vineyards, to select a house wine that would complement the regional cuisine of the heartland for which Lynch is nationally recognized. Adam Marti, winery director of Sales & Marketing suggested a creative collaboration - chef and wine maker working together to design a wine that would have a signature flavor profile unique to the region. In addition, this project would emphasize the cooperative and sustainable philosophies of both businesses. The most appealing factor of the project was the opportunity to work with Morgan Creek's 2007 *Marquette* vintage. This vintage was designated to become the first commercial release of a wine made from the University of Minnesota's newest cold hardy grape - *Marquette*.

FireLake purchased the entire 2007 *Marquette* vintage and began working with the "Wine Design Team" in the spring of 2008. The design team included: Georg Marti, wine maker; Executive Chef Paul Lynch; Adam Marti, Morgan Creek Vineyards; Judith Kalfon, General Manager Radisson Plaza Hotel; Dr. Gary

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Gardner, professor Horticulture Department, University of Minnesota; and Dr. Anna Katharine Mansfield, assistant professor Food Science and Technology Department, Cornell University (formerly enologist at the U of MN). The team met 5 times during the design process. First, base wines were evaluated for their individual characteristics and food compatibility. Then, blending trials determined each wine's contribution to the overall flavor profile. Finally, oaking trials completed the process by enriching the flavors of the perfect finished wine.

The simple wine order placed in March 2008, developed into a creative, year long, carefully managed undertaking. It involved consultation with researchers, educators, graphic artists, printers, wine maker, chef and support staff members. The design process ended with a FireLake staff competition for naming the wine. The person submitting the winning name, *Ten Thousand Vines* or *10M Vines*, won a free dinner with the chef - a Lynch signature heartland creation served with, of course, the new Minnesota Marquette from Morgan Creek Vineyards.

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Visit morgancreekvineyards.com for more information*

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