

For Immediate Release

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Peconic Bay Winery and Long Island Spirits Announce the creation of Long Island's first Brandy, called "Sono Rinata"

Winery will retail a custom made Grape Brandy produced from its own Grapes

Cutchogue, NY – January 7, 2009 – Peconic Bay Winery and Long Island Spirits today announced the completion of a project to create a grape brandy product called Sono Rinata. Technically, the product is labeled as "Immature Grape Brandy," but it is styled to lie between Grappa and Eau-de-Vie types of clear brandies. Sono Rinata is produced entirely of Merlot grapes grown on the Peconic Bay Winery's vineyards in Cutchogue, NY. By agreement, and in keeping with both state and federal laws, the finished Merlot wine was sold in bulk to Long Island Spirits. After direct consultation between the winery and the master distillers at LIS, the finished brandy was created and bottled, then legally sold back to Peconic Bay Winery at 42.5% alcohol by volume.

The label bears the logo of both Peconic Bay Winery and of Long Island Spirits, and carries a fanciful name (Sono Rinata) as well as a TTB designation as "Immature Grape Brandy" indicating it is not aged in barrel. The finished brandy is crystal clear after a single distillation and filtration. It has aromas of bright red and blue fruits, and fresh baked cherry pie. There are hints of toast and butter in the nose, as well as a floral and citrus component. In the mouth, Sono Rinata is very bright, light weight, and airy, with a fresh fruitiness and a soft impression of alcohol. The finish is very long and pleasant. Sono Rinata is available primarily at the tasting room at Peconic Bay Winery in Cutchogue. It will retail for \$29 per bottle and can be tasted by the public at those tasting rooms. Qualified members of the trade and press may email a request for a sample bottle: jim@peconicbaywinery.com

"The owners of Peconic Bay Winery, Paul and Ursula Lowerre, are very fond of distilled spirits of all kinds, and the recent change of law (allowing retail sales of NY-distilled product by farm wineries) was an opportunity to experiment with this side of the business ", said Jim Silver, Peconic Bay Winery's General Manager. "We grow outstanding grapes here, and capturing the essence of our Merlot fruit so faithfully in a brandy is something we hoped would someday be possible. Now it is."

"We are very excited to have distilled and bottled the first Brandy ever created on Long Island," extolled, Richard Stabile, President and Founder of Long Island Spirits home of LiV Vodka; adding "Sono Rinata is a uniquely rich and warm spirit that captures the subtle character of the Merlot Grapes from where it began."

Mr. Silver adds, “This is as an extension of our business model and another potential use for our produce. We intend to produce more high-end spirit products from other grape varieties and fruit eau-de-vies later this year, and Mr. Stabile has been a great partner to work with.”

ABOUT PECONIC BAY WINERY

(www.peconicbaywinery.com) In January of 1999, Manhattan based banker Paul Lowerre and his wife Ursula purchased the winery (originally known as Peconic Bay Vineyards) from the late Ray Blum with the intention of bringing the property to new heights. A renovation of the vineyards by viticulturist Charlie Hargrave, and the introduction of the outstanding winemaking of Columbia-educated Greg Gove have brought about these changes.

Today, Peconic Bay Winery produces about 7,500 cases of very fine varietals like Riesling, Merlot and Cabernet Franc. The old vines here also produce extraordinary Chardonnay, produced both as a Steel-Fermented wine and as a traditionally produced barrel-aged version called La Barrique. Peconic Bay Winery’s secondary label is called Nautique. www.nautiquewines.com

Peconic Bay Wines are produced with a minimum amount of intervention, and are among the most natural and traditionally made wines to be found on the North Fork of Long Island. As the stewards of this old vineyard and its terroir, the Lowerre family is the protector of part of the region’s legacy and this is something they will not compromise.

ABOUT LONG ISLAND SPIRITS:

Long Island Spirits Inc. (www.lispirits.com) was founded in 2006 by Richard Stabile, with a mission is to distill through artisanal methods ultra premium spirits including LiV Vodka. The company uses local Long Island potatoes and has developed certain proprietary and sustainable green techniques in the areas of smart water conservation, ingredient selection, fermentation, distillation, by-product reclamation and filtration methods that the company maintains as trade secrets. LiV Vodka is distributed nationally through Winebow Inc. (www.winebow.com) LiV is a registered Trademark of Long Island Spirits, Inc. The company is based in Baiting Hollow, NY.

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