

FOR IMMEDIATE RELEASE

Peconic Bay Winery Debuts New Line of Wines

NAUTIQUE™

(Cutchogue, NY – August 1, 2009) **Peconic Bay Winery**, recognized for producing world-class wines on the North Fork of Long Island and owned by **Paul and Ursula Lowerre**, announces the launch of their new line of wines called **Nautique**. The newest induction into Peconic Bay Winery's portfolio of small production hand-crafted wines, Nautique captures the SPIRIT of the North Fork of Long Island.

Winery General Manager Jim Silver states, "**Nautique** is a new way forward for us. Here is a brand that permits us creativity in blending, and flexibility in wine making, while providing the consumer an exciting new style of wine. It is a crisp, aromatic, light and fresh style that is in keeping with the modern consumer's tastes, and all at the right price."

Nautique Esprit de Rouge is a blend of 95% Merlot, 3% Cabernet Sauvignon and 2% Cabernet Franc that exhibits a splendid growing season. This generous, easy to drink table red possesses ripe tannins, soft mouth-feel and complex aromatics that can only be coaxed out of very healthy grapes in unusually good years. Three different fields of Merlot were blended to imbue this wine with balance and complexity. It is designed for uncomplicated enjoyment, and can stand to be slightly chilled.

Nautique Esprit de Blanc possesses attention-grabbing aromatic qualities that are the result of judicious blending. Each of the three components lends individualistic qualities to the finished wine. The "Old Vines" clone of Chardonnay donates its typical lemon-grass and Sauvignon-like aroma. The Pinot Grigio contributes a citrus and orange peel quality and the Riesling adds to the complexity with grapefruit and peach nuances. The result is a vibrant, aromatic white that will make oysters and clams leap out of their shells.

Nautique Esprit de Rosé was enjoyable to produce. The subtleties produced by fermenting Cabernet Sauvignon grapes without their skins created challenging

blending options. The result is a fresh, lively, food-friendly summertime wine that works anytime of the year. A bright pink salmon color is a testament to the pristine flavors, higher than average natural acidity and crisp red fruit character. Strawberry and pink grapefruit aromas give way to a complex arrangement of berry, white peach and citrus flavors.

“The **Nautique** line allows me unlimited freedom as far as blending and creativity is concerned”, states Peconic Bay Winemaker Greg Gove. “Esprit de Blanc will enable me to explore the synergistic effects of combining a variety of aromatic white grapes. Esprit de Rosé gives me an opportunity to make Rosés that rival those of the Provence region, and the Esprit de Rouge allows me the freedom to employ a variety of maceration and extraction techniques coupled with judicious blending of Merlot, Cabernet Franc and Cabernet Sauvignon.”

“This release marks a sudden departure from the straight path usually pursued by wineries in this region. Here is a conscious attempt to produce wine that inspires the consumer to find pleasurable experiences outside of the conventions of varietal” states Jim Silver.

Silver continues, “The bottle and label are a fresh new design – a spirited interpretation of the nautical themes derived from this wonderful place, the North Fork of Long Island. The vertical label is a boat’s sail – quite a common sight along the shores here – and the heavy, wide-base tapered bottle demonstrates solidity, stability, and confidence. It’s just beautiful.”

Nautique wines are available for \$12 to \$16 per bottle and can be purchased through Peconic Bay Winery by calling (631) 734-7361 or online at www.peconicbaywinery.com **Peconic Bay** and **Nautique** wines are distributed wholesale in New York, New Jersey and Connecticut by Martin-Scott Wines of Lake Success, NY.

ABOUT PECONIC BAY WINERY

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 has brought about these changes.

Paul and Ursula bring with them a passionate love for the land, for good wine and food, and their investment in the property and equipment is a model for others to follow. A second renovation and expansion of the winery, as well as changes to the labels, took

place a number of years later, and was completed by 2008. In 2009, Jim Silver, a long time wine industry veteran was brought on to manage the re-branding of the winery and the products. Today, Peconic Bay Winery produces 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. Later this year, the winery will release a selection of spirits.

Over the years, Peconic Bay Winery has experienced many positive changes, but what does not change is the integrity that goes into every bottle of wine produced here. 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 terrior, the Lowerre family is the protector of part of the regions legacy and this is something they will not compromise.