



In The Glass



www.floridaestateswines.com

A PUBLICATION OF FLORIDA ESTATES WINERY

SUMMER 2002

Rain or Shine

SEE
SMELL
TASTE

Live Music By:
The Fireants
(Soul, Rock & Country)

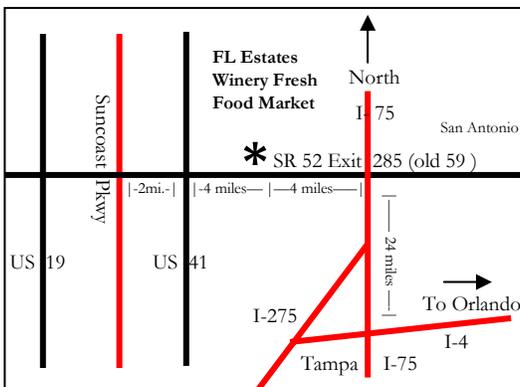
A Celebration of Fine Wine, Foods & Music

Wine & Fresh Food Market Saturday, June 29th, 10 a.m. - 3 p.m.

Come out take a stroll under the winery's oaks and enjoy great wines and casual shopping for fresh gourmet fruits, vegetables, fine cheeses, tasty bakery specialties and other favorite foods.

As you browse, you will be able to enjoy the great sounds of live music. There will be a wide assortment of tasty gourmet and organic foods for you to purchase, as well as your favorite Florida Estates wines. Soft drinks and bottled water will be available. Bring the family, you won't be disappointed. We also have a nice selection of gifts in our wine shop including a variety of wine accessories, grape seed oil, chocolates and customized gift baskets.

Florida Estates Winery is located at **25241 State Road 52**. Just look for the signs. From I-75, exit on SR 52 #285 (old exit 59) and go east 4 miles to the entrance. No alcohol allowed unless purchased on the premises. We look forward to seeing you here on Saturday, June 29, 2002.



- Fresh Fruits & Vegetables
- Breads and Cheeses
- Flowers & Plants
- Delicious Desserts
- Sauces, Dressings & Oils
- Wine Tasting Samples
- Horse Carriage Rides

Wine Spectator Merlot Rating

Florida Estates Winery's 2000 American Chateau Soleil Merlot racks up a rating of 80 in this month's June 15, 2002 edition of *Wine Spectator Magazine*. The ranking appears on page 156. The magazine's tasting coordinator, James Molesworth states, "Grape and plum flavor, with a touch of vanilla on the soft finish. Drink now."



**Any 3 Wines
5% Off**

FLORIDA ESTATES WINERY

Get 5% off your purchase of 3 bottles of wine

Tel: 813-996-2113

Expiration Date: **8/31/02**





25241 State Road 52
Land O'Lakes, FL 34639

Phone: 813-996-2113
Fax: 813-995-0393
Email: flewn@pasco1.com

www.floridaestateswines.com



Please Recycle



Earl T. Kiser



J. Crayton Pruitt, M.D.

Message From The Owners

Growing grapes and making wines in Florida? What a surprising (crazy) idea? Well, maybe so. Then again, viticulture has been going on in our state for several hundred years, so surely there is something we should at least explore and understand.

Included in our topics over the next few months, will be a discussion of some of our "lessons learned" as well as information and experiences from other sources. Is there a viticultural future for Florida? Yes, just maybe. If it comes true, we believe it will really be a big opportunity, but not necessarily for wine!

We will also present a supporting (some will say "counter") viewpoint of how the winemaking industry in Florida (read articles in areas of North America other than the Pacific NW) can also be imminently successful. The American and international wine industries continue to evolve and change, just as do all global endeavors. The increasing production and accessibility of high quality, good value wines will continue to contribute materially to benefits not only for you the consumer, but

also for the world wide wine community.

After twenty plus years of building wines for people in Florida, we absolutely know that there are very specific preferences in the style and structure of wines that consumers want. Florida has a more casual, "laid-back" lifestyle. We are less formal and we dine well, but most often in less austere surroundings. We like our food and our wines less contrived, with more of the clean fresh taste and flavor of the product. We have over the years, classified, documented and in some instances produced a limited number of these wines at Eden Vineyards, our sister winery in Alva, FL. We call these, our Wines of Regional Preference. Our purpose at Florida Estates Winery is to create and expand these offerings and to make an increasing number of fine wines that people in Florida will just enjoy. Some will be big, robust and hearty, some will be delicate and fruity, some dry and crisp and some sweet and sinful. All will be made from the best grapes that can be grown in Florida or that can be produced in the U.S. and offshore. They will reflect our very best efforts to

produce wines that reflect your real preferences.

We have some exciting plans for expanding Florida's role in producing fine wines and are gratified by the recent recognition in the *Wine Spectator* of one of our first edition wines. We hope to be able to tell you soon about our newest sister winery addition in one of the world's premier wine areas.

Our very best regards,


Earl T. Kiser


J. Crayton Pruitt, M.D.

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Published by Florida Estates Winery, 25241
State Road 52, Land O'Lakes, FL 34639

Editor/Publisher

Marc E. Wagner

Tel 813/996-2113 Fax 813/995-0393
E-Mail flewn@pasco1.com

We welcome suggestions and inquiries concerning this publication. Please mail, fax or e-mail to the above address.

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