

"Home of The Sun"

In The Glass



www.floridaestateswines.com

A PUBLICATION OF FLORIDA ESTATES WINERY

WINTER 2003

The screenshot shows the Florida Estates Winery website interface. At the top, it says "Florida Estates Winery" and "Home of The Sun". Below that is the address "25241 State Road 52 - Land O' Lakes - Florida 34639". A navigation menu on the left includes Home, About Us, Our Wines, New Releases, Gifts, Events, News, Order Form, Links, and a "Key Time" banner. The main content area features a "Wines Created for the 'Florida Lifestyle'" section with a description of the winery's location and a "Fresh Florida" logo. A sidebar on the right lists "Open Daily 11:00am - 5:00pm" and "Sunday 1:00pm - 5:00pm". At the bottom, contact information is provided: "Winery: (813) 996-2113 Fax: (813) 995-0393 E-mail: flewn@tcc.us".

La Florida Estates Wines From Chile Are Here!

Tasting Events Planned for January 24th & 25th

January 8, 2003 – Land O’Lakes, Florida – New wine business venture between Tampa Bay/Pasco County Winery and Chilean Partner.

Florida Estates Winery, Tampa Bay’s first premium winery will release its new wines from the La Florida Vineyards in Chile, on January 24th and 25th 2003.

On Friday January 24th, from 5-9pm, the winery is hosting an RSVP reception to celebrate the first U.S. introduction and tasting of premium wines produced by a unique collaboration between Florida and Chilean wineries. This will include the introduction, discussion and conducted tasting of all five of the La Florida Estates wines. Honored guest, Sr. Horacio Vicente Mena, Viticulturist, Oenologist and Winemaker from Viña San Esteban, in the Aconcagua Valley, Chile, will be here along with the La Florida Estates co-winemaker Earl Kiser to introduce and present these really remarkable wines. The event, which will

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RSVP For Jan. 24th La Florida Estates Wine Tasting

The event is being held from 5pm - 9pm at the winery location at 25241 State Road 52 near Land O’ Lakes. Join the winemaker’s as they conduct a tasting and explanation of the new La Florida Estates Chilean wines. This free event includes the tasting of the five new wines, light hors d’oeuvres and live music.

Please RSVP NO LATER THAN January 20th in the following ways:

- Calling the winery at: 813-996-2113
 - Faxing at: 813-995-0393
 - Emailing at: flewn@tcc.us
 - U.S. Mail: RSVP Wine Event
- Name: _____
Phone: _____
Email: _____
Number Attending _____
- Florida Estates Winery
25241 State Road 52
Land O’Lakes, FL 34639
- Responding to the Web site: www.floridaestateswines.com

New Web Site Now Online

Florida Estates Winery’s new Web site is up and running. The new site, www.floridaestateswines.com reflects their casual relaxed atmosphere with plenty of pictures and updated information. Visitors can register online for the mailing list, read about new releases and event dates as well as ordering wine and gifts. Take a look today.

New La Florida Estates Wines

(Story Continued From Page 1)

also include light hors d'oeuvres, wines and live music, will be held at the winery Reception Center located at 25241 State Road 52, near Land O'Lakes. For reservations, please contact the winery via telephone, fax, email or company Web site.

On Saturday, January 25th, from 11am-5pm, Florida Estates Winery hosts an all day event and will have a La Florida Estates Wine Festival (for the general public). This very special event will include the tasting of both the Florida Estates Winery's wines and the La Florida Estates wines at special tasting conducted by the winemakers and Florida Estates Winery's own Mr. Wine, Ron Hunt. Numerous area eateries and food vendors will be providing specialty foods for purchase. The winery will have live music and this promises to be a very special time for everyone.

One of the featured wines will be a very new –but old wine –made from the grape Carmenere-- “The Lost Merlot.” In the mid 1800s, the premier grapes of France were transported and planted in the vineyards of Chile. Among these was a grape from Bordeaux many believed combined the very finest qualities of Merlot and Cabernet Sauvignon. That grape was the Carmenere. Due to the physical similarities of the Carmenere and Merlot, they were often planted together and over the next 100 years the Carmenere became “lost.”

During the last twenty years, as the great Estate vineyards of Chile were being modernized, the Carmenere was rediscovered. Single Estate vineyards, including La Florida and Paidahuen in the Aconcagua Valley have now been re-established. The La Florida Estates Wines include a Sauvignon Blanc, Winemakers Selection, a Proprietors Reserve Chardonnay, a Special Reserve Merlot and a Reserve Cabernet Sauvignon. It is very seldom that wines of this quality are offered in a conducted tasting to the general public. These are truly amazing wines.

Grapeseed Oil Helps Lower Cholesterol

Grapeseed Oil is an ideal salad dressing, cooking, frying & baking oil that raises HDL (good cholesterol) and lowers the LDL (bad cholesterol), reducing a primary risk factor for heart disease. Its healthful qualities have been appreciated for over 100 years. No preservatives are used and it is 100% natural grapeseed oil. Come by and sample some today.



La Florida Estates Sauvignon Blanc, 2002 Winemakers Selection
A top, premium Sauvignon Blanc with clean, crispness and aromatics. Big, rich and full with luscious grapefruit, tropical and fig flavors along with a herbal character. Very clean and bright; almost effervescent. Has a pleasant and surprisingly long finish.



La Florida Estates Chardonnay, 2002 Proprietor's Reserve
Beautiful light straw color with gold overtones. Full bodied and mouth filling with creamy lemon and pear flavors. It has a hint of oak, spice, butter and smoke flavor. This wine also has a delicate mineral character, reminiscent of the great Chablis.



La Florida Estates Merlot, 2000 Special Reserve
Rich with plum, vanilla and cherry flavors with a hint of smokey, coffee accents. Those who enjoy a big Merlot will really like this wine. It is showing the finesse it will certainly acquire in future years.



La Florida Estates Carmenere, 2002 Proprietor's Reserve
This wine is full bodied, but not heavy in the mouth, with a dark red, rich color followed by opulent plum and berry flavors as well as smoky, earthy overtones (tastes of the vineyards). The wine is blended with an un-oaked cuvee to enhance the fruity characteristics and lighten the “vineyard” character.



La Florida Estates Cabernet Sauvignon, 2001 Reserve
Intense color and complexity. Has blackberry, cherry and chocolate flavors with almond finish. Will improve and soften for up to 5-9 years.



Orange and Key Lime Wines Are A Success

Florida Estates Winery has recently released 2 new fruit wines, Casa Del Sol Orange and Key Lime. Visitors comment on how well they enjoy the true fruity flavors.



CASA DEL SOL FLORIDA ORANGE is a nice fruit wine full of citrus flavors. Excellent to sip, spritz or with cooking. It has a unique Florida zest with very smooth finish.



CASA DEL SOL FLORIDA KEY LIME is a very tangy and refreshing wine with the full essence of Key Lime. Just the right amount of tartness. Great with Caesar Salad and seafood dishes.



Don't Forget Valentine's Day!

Valentine's Day Gifts For That Special Someone. Florida Estates Winery can customize a wine gift basket or just send out a bottle of wine for Valentine's Day. Customers pick the wine and/or accessories and everything else is taken care of even down to the hand written note. All will be packaged and send out via FedEx ground directly to the person of choice.



Recipe From The Kitchen

Shrimp & Crab Bisque

- #1 1 small 1/2 lb. package shrimp
- #2 1 cup chopped onion
1/2 cup chopped celery
1/2 cup chopped green pepper
2 cloves garlic minced
- #3 1/2 cup flour
- #4 2 cups broth (vegetable or chicken and crab meat broth)
- #5 1/2 teaspoon thyme
1 bay leaf
- #6 1 12 oz. can evaporated skim milk
1/2 cup sliced green onions
- #7 1 lb. lump crab meat
1/4 teaspoon salt
1/4 teaspoon white pepper



Sauté group #2, add group #3 then group #4. Add group #5 and bring to a boil. Add group #6 and then group #1 (shrimp). Cook 3 minutes and add group #7. Simmer a few minutes until done. Perfect with Florida Estates Chardonnay.



Upcoming Event Dates At The Winery

- Wine & Fresh Food Market, Saturday January 18th 10 a.m. - 3 p.m.
- La Florida Estates Wine Release Reception, Friday January 24th 5 p.m. - 9 p.m.
- La Florida Estates Wine Release Festival, Saturday January 25th 11 a.m. - 5 p.m.
- Wine & Fresh Food Market, Saturday February 22nd 10 a.m. - 3 p.m.
- Wine & Fresh Food Market, Saturday March 29th 10 a.m. - 3 p.m.
- Wine & Fresh Food Market, Saturday April 26th 10 a.m. - 3 p.m.
- Wine & Fresh Food Market, Saturday May 31st 10 a.m. - 3 p.m.
- Wine & Fresh Food Market, Saturday June 28th 10 a.m. - 3 p.m.
- Wine & Fresh Food Market, Saturday July 26th 10 a.m. - 3 p.m.





25241 State Road 52
Land O'Lakes, FL 34639

Phone: 813-996-2113

Fax: 813-995-0393

Email: flewn@tcc.us

Hours: Mon.-Sat. 11am - 5pm, Sun. 1-5pm

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Please Recycle



Earl T. Kiser



J. Crayton Pruitt, M.D.

“The Owners Corner”

We wish you greetings and all the best in 2003. It's been a busy time for us here at Florida Estates Winery. Recently, we introduced our new Orange and Key Lime wines. A nice edition for those who want something just a little different with a “twist.” On a different level, in the November 2002 edition of *Wine Spectator Magazine*, Florida Estates received a rating on our 2000 Chateau Soleil Chardonnay. This is the second time our wines have received a rating in *Wine Spectator*, (our 2000 Merlot was in the June 2002 issue) and is something we believe all Florida wine lovers can be proud of.

This month, the Florida wine industry enters another new and exciting phase as we release the new La Flor-

ida Estates line of fine wines from our sister winery in the Aconcagua Valley in Chile, South America. Our own observations confirm that this is truly one of the world's premier wine areas.

Our winemakers from Florida and Chile have combined their experience and talents and together created five wonderful new offerings that we believe are a perfect match to the Florida lifestyle. We hope that you will join us in our sense of pride and enjoy these wonderful wines as much as we have enjoyed and looked forward to bringing them to you.

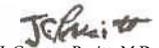
We do most sincerely invite you, your family and friends to attend one or all of our upcoming wine release

events, fresh markets or just for another return visit.

The overwhelming response and support of our customers and visitors like yourself is very much appreciated.

Our very best regards,


Earl T. Kiser


J. Crayton Pruitt, M.D.

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

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