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Access the Maui's Winery press kit at www.mauiwine.com. Images available upon request.

Maui's Winery Comes of Age

'ULUPALAKUA, Maui, HI (2006)—From a sugar plantation and cattle ranch in the mid-1800s and initial planting of a vineyard, to success as the home of a novelty pineapple wine, the history of Maui's Winery evokes color – and a delightfully fruity bouquet.

Now entering its fourth decade of production with a new approach to the serious business of wine making and anticipated release of its new vineyard varietals, the winery prepares to embrace its new identity – call it a *Coming of Age for Maui's Winery*.

Maui's Winery achieving credibility as an “established winery” shouldn't come as a surprise, especially to those who have tracked the company's determined progress over the years. President and visionary of Maui's Winery, Paula Hegele, has weathered many changes. The winery put 'Ulupalakua on the map as a visitor destination, and some 180,000 people take the picturesque drive up the slopes of Haleakalā to visit each year.

As the winery's popularity grew as a destination the company saw its fortunes driven by tasting room visits and sales generated there, particularly of its pineapple based wines. Sales of that product grew at such a rapid pace that tremendous effort was required for production to keep pace. The success of what had been originally viewed by its creators as an “experimental” product, helped spur almost three decades of growth for Maui's Winery.

Meanwhile, the Carnelian grapes originally planted in most of the vineyard's 23 acres began suffering pronounced losses; this development, in turn, provided the opportunity for the company to upgrade its vineyard and consider new varietals based on researching the experience of non-traditional wine producing areas abroad. The decision was made to plant new varietals, such as Syrah, Syrah Noir, Chenin Blanc, Pinot Gris, and two types of Chardonnay, with the understanding that these grapes would upgrade the selection of wines currently offered.

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Maui's Winery Comes of Age
Page 2

So far, the private lots of Maui-style Syrah are getting rave reviews, and the Chenin Blanc debuted with much fanfare last year in honor of the winery's 30th anniversary.

The diversity of these two grapes and other varieties, combined with their ability to blend easily, bodes well for the winery. Some predict that Syrah is poised to become **the** next red wine star, following in the footsteps of Cabernet Sauvignon. Chenin Blanc, for its part, is known as a white grape producing a crisp, balanced wine for blending in still or sparkling wines.

In this new era, the winery will continue to embrace pineapple – in fact, the new label for Maui Blanc prominently features pineapple – a coming out of the crate, if you will. But at the same time, the winery is getting very serious about viticulture – at just the right time, too. US wine consumption, particularly of table varietals, has been steadily increasing over the last few years. Two years ago, the company saw a sharp spike in mainland sales (of 40 percent) spurred by increased availability and also by Internet sales.

Capital improvements to the winery and overhauling the vineyard are enabling the company essentially to “reinvent itself.” Maui's Winery president Paula Hegele remarks upon the rebranding effort: “We want Tedeschi Vineyards to be known as ‘Maui's Winery’ because it better represents that we are, in fact, Maui's only commercial winery. It is an exciting period of transition, building upon the past and yet embracing a very bright future with our new varietals which are now producing wines of excellent quality.”

Established in 1974, Maui's Winery is located at the scenic ‘Ulupalakua Ranch on the slopes of Haleakalā Maui. Also referred to as Tedeschi Vineyards, Maui's Winery offers a wide selection of locally made wines which are available for tasting and purchase on the grounds where King Kalakaua's historic guest cottage is located. Reminiscent of the King's love for parties and entertaining, Maui's Winery often hosts picnics and special events, and has become a popular destination for visitors exploring Upcountry Maui. For more information on tours and the winery, call (808) 878-1266, or visit the website at www.mauiwine.com.

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