



808.878.1266
mauiwine.com

HC 1 Box 953
Kula, HI 96790-9304

Information

Corporation Address	Tedeschi Vineyards, Ltd HC 1 Box 953 Kula, Hawaii 96790-9304
Telephone	(808) 878-1266
Toll Free	877-878-6058
Fax	(808) 876-0127
Website	www.mauiwine.com
Email	info@mauiwine.com
Location	MauiWine is located on Ulupalakua Ranch in Maui. Ulupalakua Ranch is a 20,000 acre property on the southern slopes of Haleakala.
Founded	1974 as a private corporation in the state of Hawaii
President	Paula Hegele
Winemaker	Brett Miller
Viticulturist Consultant	Larry Bradley
Vineyard	23 acre vineyard between 1,650-foot and 1,900-foot elevation located on Ulupalakua Ranch in Maui.
Varietals Planted	Syrah, Malbec, Grenache Viognier, Chenin Blanc, Gewürztraminer
Pineapple Wine	We source Maui Gold pineapples from the Hali'imaile Pineapple Company. Hali'imaile Pineapple Company farms 1,000 acres of Maui Gold pineapples in Upcountry Maui.
Winery	Our production facility is situated on a 1.71 acre parcel of land with an additional 2,400 square foot disgorging facility nearby. Adjacent to our production facility are our historical Tasting Rooms, The Kings Cottage, The Pavilion, and The Old Jail.
Production	Average 25,000 cases annually
Tasting Room	Main tasting room located in "The Kings Cottage", built for King Kalakaua in 1856 on the former estate of Rose Ranch. Open daily from 10:00 AM to 5:30 PM offering complimentary tastings. Complimentary tours at 10:30 AM, 1:30 PM and 2:30 PM, reservations required for groups of ten or more.



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Story

MauiWine- Ulupalakua is home to MauiWine which offers one of the Islands' most enticing products – wines that carry the essence of Hawai'i, the spirit of Maui. Maui's Winery welcomes you to taste the fruit of the island in wines made from their 23 acre vineyard on the slope of Haleakala, as well as the tropical wines made from the famed Maui Gold pineapples - all grown right here in Upcountry Maui. In 1974, the winery in collaboration with Ulupalakua Ranch began growing grapes, remaining true to the area's agricultural heritage. While waiting for the grapes to mature, they decided to develop wine made from the plentiful and world-class Maui Gold pineapples. A scant amount of this wine was produced, but the public response was so positive it was decided to continue the endeavor, today there are three pineapple wines being produced. Maui's Winery is the Valley Isle's sole commercial winery boasting a varied selection of wines including their estate wines under the Ulupalakua Vineyards label, pineapple wines made from 100% Maui Gold pineapples, and sparkling wines made in the Traditional Methode Champenoise. For over 40 years, MauiWine has been a successful and thriving agricultural business and a popular visitor destination for more than 175,000 annually.

The Tasting Rooms- When you enter the Kings Cottage on the winery grounds, you are entering the former guest cottage of King Kalakaua, Hawaii's "Merrie Monarch" and last reigning king of Hawaii. As a frequent visitor of the Makee Family on the Rose Ranch Estate, he was known to host parties and poker games and enjoy the finest champagne. Today, our gracious staff carries on the long tradition of hospitality by welcoming visitors into this tasting room from near and far. The 18-foot-long bar made from a single mango tree welcomes you in to taste wines from our 23 acre vineyard, our pineapple wines, and our Traditional Methode Champenoise sparkling wines. The stroll back through time continues with a complementary guided tour through the peaceful grounds, learning about the winery's past and present. Soak up the history of the area by standing in what was once the front yard of Rose Ranch, graced by towering 150-year-old trees brought back from Captain James Makee's travels around the world. Visit the production area of the winery and learn about how wine is made from grapes and fresh pineapple fruit – only in Hawai'i! The Old Jail tasting room was once the main business office of the historic Captain James Makee, the former whaling captain who in the mid-1800s built this grand plantation estate called Rose Ranch. Makee spared no expense in constructing this extraordinary lava rock building with Italian imported tiles and walls 2-feet thick. In its stateliness this building was very different than other structures on the estate. Over the last 150 years, this building has served various functions including having a basement jailhouse during the plantation era. Now this historic office is used at MauiWine for special tastings and intimate food and wine events.

Ulupalakua Vineyards- Ulupalakua Vineyards is draped over a layer of rich volcanic soil and situated between 1,650 and 1,900 ft. elevation on the southern slopes of Haleakala. Protected by afternoon cloud cover & cool trade winds, 23 acres of Syrah, Malbec, Grenache, Viognier, Chenin Blanc, and Gewürztraminer grows deliberately and requires the constant attention of nurturing hands. Throughout the growth cycle, our vineyard team guides each vine in focusing its energy and development. Our long growing season and temperate climate awards the clusters additional hang-time, allowing its fruit to fully develop and display the uniqueness of Ulupalakua's soil and climate. Harvests are intentionally small, including only the very best of fruit, and nothing apart from excellence of flavor, maturity, and structure is considered. Individual blocks are harvested, fermented, and matured independently to accentuate the personality and characteristics of each. Our vineyard expresses a unique sense of place and while the variance in weather each year inspires them differently, common themes occur in the wines brightness, floral, tropical fruits and warm spices.

Pineapple Wine, Uniquely Maui- While awaiting the maturity of our vineyard, wine was temporarily produced from what was readily available on the island - the juice of locally-grown pineapples. No one could have foreseen what would emerge - what began as a temporary operation has developed into what is one of the most successful Hawaii-made products today! Our original pineapple wine, Maui Blanc, first released in 1977 has paved the way for Maui Splash and the truly unique Hula O Maui Sparkling pineapple wines.

A Sense of Place- We believe that it is our duty to be stewards of the land and we strive to produce wines that express the distinctiveness of Maui. The location of our vineyard and our temperate climate here in Maui provides a unique and interesting environment for growing wine grapes, and our wines display this. We aim to make wines that represent our island, our soil, our climate, our local fare, and our stylistic philosophies. In addition to our vineyard, Maui is recognized for growing the world-class Maui Gold pineapple; hand-picked pineapples arrive at the winery from the Halimaile Pineapple Company each month and are crushed on-site for the production of our three distinct pineapple wines.

A Journey to Ulupalakua- Maui may be known for its golden beaches and turquoise waters, but many visitors are surprised to find the island's Upcountry region even more spectacular in its own distinctive way. The scenic drive up the slopes of dormant Haleakala Volcano to Ulupalakua is all part of the experience of this historic area. Take your time on a peaceful road that rambles and rolls over green hills, offering views down country to the ocean below. In the springtime, stunning jacaranda trees and their purple blossoms add to the postcard setting that has inspired photographers and painters for many years. The verdant pastures of grazing cattle are a visual reminder of Ulupalakua Ranch owners' commitment to preserving open space on Maui. Across the street, the Ulupalakua Ranch Store offers a genuine ranch-style lunch experience, featuring fresh Maui Cattle Company beef and the renowned and homegrown Ulupalakua Elk burger. Welcome to Ulupalakua... where the storied history blends with modern day agriculture, creating the perfect setting for the islands only winery & vineyard – MauiWine, Ulupalakua Vineyards.



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People

Brett Miller, Winemaker

As a child, Brett recalls afternoons spent on the kitchen counter helping his French grandmother prepare meals for their family. She would always hand him his own little glass of wine to enjoy and she taught Brett early-on that the combination of good company, good food and great wine should not be without. Being born and raised in a small rural farming community in Oregon is what helped foster Brett's appreciation for nature and working the land. And it's these values, fresh in mind and close to heart, that Brett credits his passion for grape growing and winemaking.



Brett pursued a degree in Biology and Chemistry from Linfield College, and after his initial experience as a harvest assistant at NW Wine Company, was satisfyingly convinced of his direction and passion for the wine industry. His first job in the cellar was focused on producing terroir driven wines which just reinforced his ideology that “wines are not made, they're grown”, and that the location is what's special. Brett's efforts to build upon his viticultural knowledge started when he became a Vineyard Manager for Vinetenders, one of Oregon's premier vineyard management companies. One thing Brett loves about wine is that, “every bottle takes you to the place and time where those grapes were grown”. So when it became time to broaden his scope Brett traveled south to New Zealand where he worked in the vineyards of Felton Road Winery and in the cellar of Central Otago Wine Company. “I really cherish the time I spent in New Zealand... it's a place that inspired me to grow and explore both in and out of wine.” Before joining Ulupalakua Vineyards, Maui's Winery Brett held the position of Assistant Winemaker at Solena Estate in Oregon's Willamette Valley. Under the tutelage of Winemakers Bruno Corneaux and Laurent Montalieu, Brett was immersed in every aspect of the winemaking process for the ultra-premium producer.

Brett took over the reigns as Head Winemaker for Ulupalakua Vineyards, Maui's Winery at the beginning of 2014. “I was attracted to Ulupalakua Vineyards because it has to be one of the most unique wineries in the world. The beautiful thing about wine is that each bottle reflects the place it is from and the people that make it. I'm excited to be in this beautiful place and to be a part of this passionate team of people.” Brett's focus will be to build upon the recent successes and advances of the winery and its 23 acre vineyard. Ulupalakua Vineyard, having just completed a comprehensive replanting, is adding Brett's talents to the team just as its youngest vines enter into early maturity and begin producing harvestable fruit. Witnessing firsthand the personality and character these new varietals of Malbec, Grenache, and Gewürztraminer will take on is something Brett is really looking forward to. “It's not like waiting for a typical varietal to mature in a typical place... these varietals, in this soil, with this climate will be incomparable, and that's pretty special.”



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Larry Bradley, Viticulturist Consultant

Born and raised in Vallejo, just south of the Napa Valley, Larry attended the University of California at Davis. His calling to the vine led him to a degree in Renewable Natural Resource Science as well as a degree in Plant Science concentrating on Viticulture. Larry has worked as a Vineyard Manager and Viticulturist for many wineries and vineyards in California (Clos Du Val, Cain Vineyard & Winery, Flowers Winery & Camp Meeting Ridge Vineyards, Indian Springs Vineyards), France and Australia. Larry's experience as an International Viticulturist has taken him around the globe and he has worked with growers in Spain, Portugal, Greece and Turkey. His consulting experience includes Constellano Vineyards & Winery in California, Clover Hill Winery, Drew Vineyards, and Lalla Gully Vineyard in Tasmania and Taltarni Vineyards and Winery in Australia. Currently he consults for some of the top wineries and vineyards in the Napa Valley (V.Sattui Winery, Castello di Amorosa "The Castle", Orin Swift Wine Cellars "The Prisoner", Battuello Vineyards, Big Ranch Vineyards, Morisoli Vineyards, Falcor Winery,), Sonoma County (Flowers Winery, Anaba Winery, King Ridge Vineyards/Del Datto Winery) and Sierra Foothills (Naggiar Vineyards and Winery). We are lucky to have Larry overseeing our vineyard in Maui: "This is one of the most special pieces of land I have ever touched". In his spare time (whenever he has any!) you can find Larry cooking, fly fishing, golfing or snowboarding.



Paula Hegele, President

Paula Hegele of Maui's Winery wears many hats: corporate business executive, community leader, local wine industry spokesperson, farmer and mother. Raised in Washington, Paula married husband Roger, who was raised in Oahu, and promptly moved to Maui in 1980. While living on the West Side, they would make long weekend drives up to Ulupalakua where the beauty of the winery grounds and the little ranch town first took its roots. January, 2014 will mark Hegele's 24th year with Maui's Winery. While running the multi-million dollar company keeps her in the office more than out in the vineyard or cellar, her thorough knowledge and understanding of each step in the wine making process from vine to bottle has enabled Maui's Winery to redefine itself. With a background originally in the travel industry, Hegele was successful in helping shape the winery as a visitor destination that today sees over 800,000 visitors annually. The company's products are distributed internationally and can be found in virtually all major retail outlets across Hawaii and in many island restaurants. Beyond managing a company of 28 employees, Hegele works hard to encourage the growth of diversified agriculture on the island and has contributed significantly in growing Hawaii's alcohol industry into what it is today. Hegele gives back by participating in several organizations and boards in the State of Hawaii: served as Board Secretary for the Maui Agricultural Foundation (MAF), was appointed to the State of Hawaii Agriculture Development Board, and sits on the UH Maui Culinary Advisory Board and the Hawaii Farm Bureau. Hegele led Maui's Winery in 2000 to be recognized by the Hawai'i Small Business Administration as Small Business Exporter of the Year, and in 2012 they were given the Ho'okela E-Commerce Retail Business of the Year Award. Hegele has been featured on a number of national TV shows including "Emeril Live" and "Simply Wine with Andrea Immer" to talk about wines by Maui's Winery.

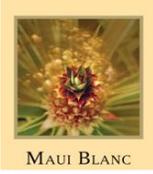
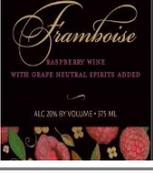
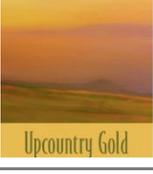
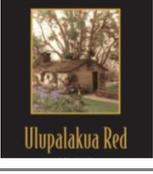
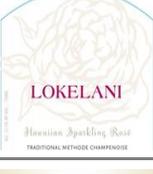
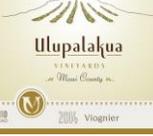




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Wines

	<p>11.5 % Alcohol pH 3.15 Off-Dry RS 15 g/L 14,000 Cases</p>	<p>Off-Dry Pineapple Wine, NV 100% Maui Gold Pineapples Our first pineapple wine, produced back in 1977.</p> <p>The King of Fruits Clever. Spirited. Perfected.</p>	<p>Layered with subtle pineapple aromas and polished with notes of lavender throughout. A fresh and lively palate filled with pleasant tropical tones presented throughout the finish deliver a crisp and playful wine.</p>
	<p>11.5 % Alcohol pH 3.15 Sweet RS 35 g/L 16,000 Cases</p>	<p>Sweet Pineapple Wine, NV 100% Maui Gold Pineapples</p> <p>A Splash of Hawaii in Every Glass. Popular. Passionate. Fun.</p>	<p>Bursting with tropical flavors, this wine is fruit forward and fun! A splash of Hawaii in every glass. Pairs perfectly with sunshine and white sand beaches.</p>
	<p>12.0 % Alcohol pH 3.10 Brut RS 14 g/L On-Lees 6-8 m 2,500 Cases</p>	<p>Pineapple Sparkling Wine, NV 100% Maui Gold Pineapples Bottle Fermented – Methode Champenoise <i>Gold Medal & 90pts LA International Wine Competition.</i> Enthusiastic Sparkler Grandiose. One-of-a-Kind. Persuasive.</p>	<p>Floral as it is fruity, this unique and enthusiastic sparkler captivates you with fragrances of fresh-cut pineapple and lemon zest. Its aromas carry on noticeably into the palate and balance together effortlessly to create a lasting charm.</p>
	<p>20.0 % Alcohol 375 ml Dessert 800 Cases</p>	<p>Raspberry Dessert Wine, NV Handpicked Raspberries Kula, HI & Lynden, WA Handpicked Raspberries, Haleakala Rain Water, Pure Cane Sugar, & Grape Neutral Spirits... That's It!</p> <p>Inviting. Luxuriant. Virtuous.</p>	<p>Sinfully Decadent - Long, rich, and lasting, this Framboise is pure and luscious like handpicked raspberries. Enjoy it on its own, drizzle over your favorite dessert, mix it up in a cocktail; Framboise is meant to be discovered.</p>
	<p>12.9 % Alcohol pH 3.50 Acidity 6.0 g/L 2,500 Cases</p>	<p>House White Blend, NV Viognier 38%, Muscat 18%, Chardonnay 44%</p> <p>Snazzy. Crisp. Expressive.</p>	<p>An arrangement of Viognier, Muscat, and Chardonnay aged in stainless steel, offers a vibrant nose packed with honeysuckle and pomelo. Flavors of asian pear and nectarine, alongside bright acidity make this wine light on its feet.</p>
	<p>13.9 % Alcohol pH 3.70 Acidity 5.3 g/L French/Amer. Oak 5,000 Cases</p>	<p>House Red Blend, NV Syrah 57%, Merlot 39%, Malbec 4%</p> <p>Admired. Trendy. Gifted.</p>	<p>A deep ruby-red blend of Syrah, Merlot, & Malbec unite to craft this approachable blend. Exciting aromas of fresh berries mingle kindly with hints of vanilla and white pepper. The lush and skillfully balanced palate flows beautifully into a bright, juicy finish.</p>
	<p>12.5 % Alcohol pH 3.15 Brut RS 12 g/L Acidity 9.0 g/L On-Lees 12-18 m 1,200 Cases</p>	<p>Hawaiian Sparkling Rosé, NV Pinot Noir/Chardonnay Bottle Fermented – Methode Champenoise</p> <p>The Heavenly Rose of Maui Poised. Flirtatious. Ecstatic.</p>	<p>A bouquet of vanilla flower and orange blossom is complemented by citrus and toasted almond notes on the palate. This vibrant sparkling wine has the ideal balance: nutty and nice; elegant and trendy.</p>
	<p>Ulupalakua Vineyards Estate</p> <p>Not Available for Wholesale</p>	<p>23 acres: Syrah Malbec Grenache Viognier Chenin Blanc Gewürztraminer</p>	<p>Rare—without question. These handcrafted wines carry the essence of a single mountain that pushes like a miracle from the center of the Pacific Ocean. Their layers of flavor, their uniqueness and their complexities are designed by Haleakala.</p>



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Distributors

Domestic

Alaska	Open Wine Distributors	907.395.7172
Arizona	Southern Wine & Spirits	800.551.7972
California	Young's Market	800.317.6150
Colorado	Southern Wine & Spirits	303.292.1711
Florida	Kehe Distributors	866.595.8917
Hawaii	Southern Wine & Spirits	305.625.4171
Illinois	Fox Deluxe	630.229.7014
Maryland	Punto Vino/Siema Wines	301.702.3000
Missouri	Appellations	314.569.5966
Minnesota	Paustis & Sons	763.550.9545
Montana	Briggs Distributing	406.252.2878
Nevada	Southern Wine & Spirits	702.876.4500
New Mexico	Southern Wine & Spirits	505.426.3105
Ohio	Glazers	800.258.9463
Pennsylvania	CBL Wine Co., LLC	215.454.2950
Texas	Mexcor Distributors	713.979.0066
Virginia	Vino 50 Selections/Siema Wines	703.455.1200
Washington D.C.	Vino 50 Selections/Siema Wines	703.455.1200

International

Canada	Beverage International Distribution	780.532.9484
Guam	Sekiguchi Trading	671.488.3939
Japan	Mitsui Foods Company	81.3.3551.1412
Switzerland	Cave Amann Sa	071.424.7740

Online

Direct	www.mauiwine.com	808.878.1266
Calistoga Wine Stop	www.calistogawinestop.net	800.648.4521
Bevmo	www.bevmo.com	925.609.6000
Liquorama	www.liquorama.net	877.981.9044