

RETAIL WINE BOTTLES

Shipping, take away, and airline boxes available.

*Purchase 12-23 bottles, receive 10% off.
Purchase 24+ bottles, receive 20% off.*

Bottles cannot be opened or consumed on property.

Bottles available for to go, retail purchase only.

(Unlawful due to Maui Liquor Laws and our winery permit.)

PINEAPPLE WINES

Hula o Maui	brut. 9 months in tirage.	28
Maui Blanc	off-dry (semi-dry).	16
Maui Splash	sweet. touch of liliiko'i.	16

ROSE RANCH COLLECTION

Pōhaku Brut	traditional method sparkling. 24 months in tirage.	35
Lokelani Brut Rosé	traditional method sparkling. 18 months in tirage.	30
Kula White Blend	crisp, floral, and inviting.	17
Mele Red Blend	juicy, bright, easy-going.	18
Lehua	raspberry dessert wine. sweet.	36
Lehua Royale	traditional method sparkling. a blend of lokelani sparkling rosé with a touch of lehua raspberry. the perfect holiday spritz!	32

ULUPALAKUA VINEYARDS ESTATE WINES

Located about one mile North, oceanside. Cultivating 6 varietals.

2024 Cane	38
90% chenin blanc. 10% gewürztraminer. 195 cases. 13% abv.	
2024 Grenache	38
100% grenache. 225 cases. 13.5%	
2022 GSM	50
18% grenache. 69% syrah. 13% malbec. 670 cases. 14.8% abv.	
2021 Syrah	55
100% syrah. our flagship varietal. 240 cases. 13.5% abv.	
2022 Syrah Noir	70
100% syrah noir (syrah clone). 154 cases. 15% abv.	
2021 Block 3 Syrah	75
100% syrah. single vineyard block. 230 cases. 15% abv.	
2023 Block 3 Syrah	75
100% syrah. single vineyard block. barrel aged 18 months. 212 cases. 15% abv.	
2022 50th Anniversary Malbec	70
100% malbec. barrel aged 24 months. 10 barrels. 15.6% abv.	

OUR STORY

MauiWine began in 1974 when C. Pardee Erdman, owner of Ulupalakua Ranch, combined his love of wine with a deep commitment to agriculture. He planted a vineyard on the slopes of Haleakalā, believing that Maui's volcanic soil and the cool climate of upcountry could produce exciting wine from a unique location.

While waiting for the first harvest, he turned to the island's most abundant crop, pineapple, crafting sparkling wine that captured the spirit of the island. Guests loved it, inspiring the creation of Maui Blanc, a still pineapple wine, released in 1977. Early vineyard plantings of Carnelian led to a range of wines. Carnelian was later replaced by the 6 varietals we grow today: Syrah, Malbec, Grenache, Chenin Blanc, Viognier, and Gewürztraminer.

In 1990, Paula Hegele joined the team. By 1995, she was President, guiding MauiWine with a commitment and determination to build on what had been learned and keep moving forward. Under her leadership, the company set goals to grow high-quality grapes and produce wines that showcased their origin. Our journey and destination are a mix of history, adventure, and agricultural significance, welcoming guests from down the road and around the world.

In 2023, our vineyard earned an American Viticultural Area (AVA) designation. In 2021 we began our barrel aging program. These are milestones in a journey built on curiosity, persistence, and respect for the land.

WINE CLUB

THE BENEFITS

- 2 bi-annual shipments of wine. April/October.
- 6 bottles in each shipment.
- \$30 monthly reward to use on flights & glasses.
- 20% off all non-estate wine bottles.
- 10% off estate wine bottles.
- 20% off Experiences (up to 4 guests, restrictions apply).
- 20% off logo'd merchandise.
- 20% off wine flights and 2 & 5 oz carafes.
- Invites to special, exclusive events.
- Special offerings, discounts, and promotions.
- No cost to join. Immediate benefits.

Commitment to two bi-annual shipments - no substitutions. Early cancellation fee is \$89. Members are encouraged to add wines to their bi-annual shipments to save on shipping cost. Wines can be held at winery for in-person pick up. Memberships are non-transferable.

PINEAPPLE CLUB

Have a taste of Maui no matter where you are!
Estimated cost per 6 bottle shipment: \$80-95 plus shipping.
Choice of:

Pineapple Mix
2 Hula o Maui, 2 Maui Blanc, 2 Maui Splash
OR 6 Maui Blanc OR 6 Maui Splash

ROSE RANCH CLUB

Our most versatile membership. Wines inspired by the rich history of Rose Ranch and the Maui lifestyle. Pōhaku, Lokelani, Kula, Mele, Lehua, exclusive bottlings, and some Estate wines.
Estimated cost per 6 bottle shipment: \$150 plus shipping.

BUBBLES CLUB

Always be celebrating! Traditional Method sparkling wines from our collections, exclusive bottlings, and occasional Estate sparkling wines.
Estimated cost per 6 bottle shipment: \$150 plus shipping.

ESTATE CLUB

Our Estate Club is currently closed to new membership.
These wines are of limited production and supply. On occasion, openings do become available and are offered to current wine club members who have expressed interest.

WINE POURS



5
OUNCE
POUR

SPARKLING

Traditional method; Méthode Champenoise.

Pōhaku Brut	24 months in tirage.	16
Lokelani Brut Rosé	18 months in tirage.	15
Hula o Maui Brut	9 months in tirage. pineapple.	14

WHITE & ROSÉ

Kula White Blend	intriguing, floral, and inviting.	8
2024 Cane	bright, crisp, dry, and refreshing.	15

RED

Mele Red Blend	juicy, easy-drinking, and friendly.	9
2024 Grenache	subtle, balanced, and versatile.	15
2022 GSM	medium-bodied, lovable, and inclusive.	18
2021 Syrah	structured, herbal, peppery, and rustic.	19
2022 Syrah Noir	rich, concentrated, and structured.	22
2023 Block 3 Syrah	cozy, comforting, and complex.	22
2022 50 th Malbec	smooth, rich, and luxurious.	22

PINEAPPLE

Made from 100% Maui Gold pineapples.

Hula o Maui Sparkling	brut.	14
Maui Blanc	off-dry (semi-dry).	8
Maui Splash	sweet. touch of liliko'i.	8

LEHUA RASPBERRY

sweet. juicy. decadent. 20% abv.
1 oz \$6
2 oz \$12

LEHUA ROYALE SPRITZ

A lovely combination of Lehua raspberry dessert wine with Lokelani Sparkling Rosé.

HULA HOOP

Hula o Maui Sparkling Pineapple Wine, Sugarcane Dane Pineapple-Liliko'i Syrup

14

NON-ALCOHOLIC

Liliko'i Sunrise sugarcane dane pineapple-liliko'i syrup, sparkling water.
Maui Brewing Co. Ginger Beer or Root Beer
Sparkling Mineral Water
Honest Kids Fruit Juice Box

7

5

4

3

GRAZING

HOLIDAY JAMS

double cream brie, mele red wine bacon jam, peppadews, candied pecans.

24

manchego, smoked speck, sugared cranberries, mauiwine rosé-guava jam.

served with artisan crackers.

SEASON THE DAY

herbed boursin drizzled with pomegranate molasses, smoked speck, candied pecans.

24

locally made ulu (breadfruit) hummus with lemon, garlic, and spices. served with peppers and herbed olives.

served with artisan crackers.

GOATTA HAVE IT

13

goat cheese topped with mauiwine liliko'i-pineapple wine syrup, sprinkled with black sea salt.

served with artisan crackers.

Black Truffle Potato Chips

7

premium crisps from spain.

Grandpa Joe's Kettle Corn

9

locally made. pineapple-coconut or garlic-parmesan.

Extra or Gluten-Free Crackers

3

SWEET

Pineapple Snow Piece

5

pineapple and macadamia nut covered in white chocolate.

Nama Chocolate Bite

5

japanese style, velvety texture and rich flavor. gluten free.

Farm to Fudge Bite

5

creamy and decadent. vegan. gluten and dairy free.

THE SWEET SET

13

one piece each of nama chocolate, farm to fudge, and pineapple snow.

pair with a pour of Lehua Raspberry Dessert Wine or 2 ounces of 2022 50th Anniversary Malbec.



FLY WITH YOUR WINE

Take your wine with you! We'll securely box your wine in an airline approved box, ready for you to check with your airline for a safe flight.

3 bottle box \$10 6 bottle box \$12 12 bottle box \$14

SHIP WINE

HAWAII ISLANDS

1-3 bottles \$30
1-6 bottles \$35
7-12 bottles \$40

U.S. MAINLAND

1-3 bottles \$48
1-6 bottles \$58
7-12 bottles \$68

WHERE WE SHIP

Arizona	Missouri
California	Montana
Colorado	Nevada
District of Columbia	New Hampshire
Florida	New Mexico
Georgia	New York
Illinois	Ohio
Idaho	Oklahoma
Iowa	Oregon
Kentucky	Pennsylvania
Massachusetts	Texas
Maryland	Washington
Michigan	Wisconsin
Minnesota	Wyoming

We can ship to the following States if the wine purchaser is in-person at the winery (no online or phone order):

Arkansas, Delaware, Kansas, North Carolina



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EMAILING LIST



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ON INSTAGRAM

SHOP AND LEARN MORE AT MAUIWINE.COM

**WIFI Network: Tasting Room Guest
Password: time4wine**

Federal Regulation: individuals cannot ship or mail wine.

LEHUA ROYALE SPRITZ

A lovely combination of Lehua raspberry dessert wine with Lokelani Sparkling Rosé.

Based on popular demand, this has been bottled for the holiday season. The result is a fruity, floral bubbly that is perfect for celebrations!

\$15, 5 oz.

WINE FLIGHTS

Designed to be shared. Sip and sample together!

GLOW

Four Tasting Carafes \$19

Hula o Maui Sparkling Pineapple
brut. sunday mornings. 2 oz.

Maui Blanc Pineapple
off-dry (semi-dry). the catalyst. 2 oz.

Maui Splash Pineapple
sweet. liliko'i. white sand beach. 2 oz.

Lehua Raspberry
sweet. juicy. dessert. 20% abv. 1 oz.

GATHER

Four 2 oz Tasting Carafes \$22

Lokelani Sparkling Rosé
18 months in tirage.

Kula White Blend
intriguing, floral, and inviting.

2024 Grenache
subtle, balanced, and versatile.
100% grenache. 225 cases.

Mele Red Blend
juicy, easy-drinking, and friendly.

WINE FLIGHTS

Designed to be shared. Sip and sample together!

CELEBRATE

Four 2 oz Tasting Carafes \$28

Pōhaku Sparkling
brut. 24 months in tirage.

2024 Cane White Blend
bright, crisp, dry, and refreshing.
90% chenin blanc. 10% gewürztraminer.

2022 GSM Red Blend
medium-bodied, loveable, and inclusive.
18% grenache. 69% syrah. 13% malbec.

2021 Syrah
structured, herbal, peppery, and rustic.
100% syrah.

CHERISH

Three 2 oz Tasting Carafes \$30

2023 Block 3 Syrah
cozy, comforting, and complex.
single vineyard block. aged 18 months in oak.
100% syrah. 212 cases.

2022 Syrah Noir
rich, concentrated, and structured.
100% syrah noir (syrah clone). 154 cases.

2022 50th Anniversary Malbec
smooth, rich, and luxurious.
select bottling aged 24 months in oak.
100% malbec. 10 barrels. 250 cases.

MALBEC VERTICAL

Three 2 oz Tasting Carafes \$28

2022 50th Anniversary Malbec
Celebrating our 50th anniversary; aged 24 months
in European oak. 10 barrels.

2023 Malbec
Showcasing the pronounced fruit of Malbec.

2024 Malbec
A vintage with high potential for great ageability.