



ICE WINE OVERVIEW

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Prairie Moon News

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Ice Wine Grapes all that's left to Pick

Our last grapes were picked last week of October so only the grapes left in the vineyard are Vidal grapes which are used for Ice Wine. These grapes will go through quite a bit of shrinkage and some will drop off before they are picked. This combined with the fact that when pressed frozen we leave about 1/2 the water behind in the press results in about an 80% lost in volume. Therein lies the reason ice wine is so expensive.

For your information you may find cheaper ice wines on the market but they usually are freezer-frozen and are not of the quality of traditional vine-frozen wine. So if you find a \$30 1/2 bottle of ice wine...it is likely not the real thing.

Overall our vines yielded about 1/2 the tonnage of last year. This was largely due to the April-07 freeze that killed many of the primary buds on our early budding grapes resulting very small clusters. In addition the Boone vineyard had an overwhelming infestation of robins that consumed all the grapes except our Seyvals. We will have to net the entire



Boone vineyard next year.

The grapes we harvested this year are of very good quality and they fermented very well...there will just not be much 07 vintage to go around. We do have plenty 06 in barrels and tanks so we should be in good shape next year.

Rose' & smaller bottles of Ice Wine Released



A dry pink wine called Prairie Rose' has finally been bottled. This is a Foch-based pink that was pressed off the skins and

seeds before it was fermented (like white wines). It is a 06 vintage that just took a little longer than we thought to mature. It should make a fine Thanksgiving/Christmas wine to go with traditional turkey and the like.

The smaller 200 ml ice wine bottle is now available for those who want to give it a try but are not ready to invest \$65 in a bottle. The smaller bottle sells for \$35. Again this is the most unique of all the dessert wines and pairs with any fine chocolate.



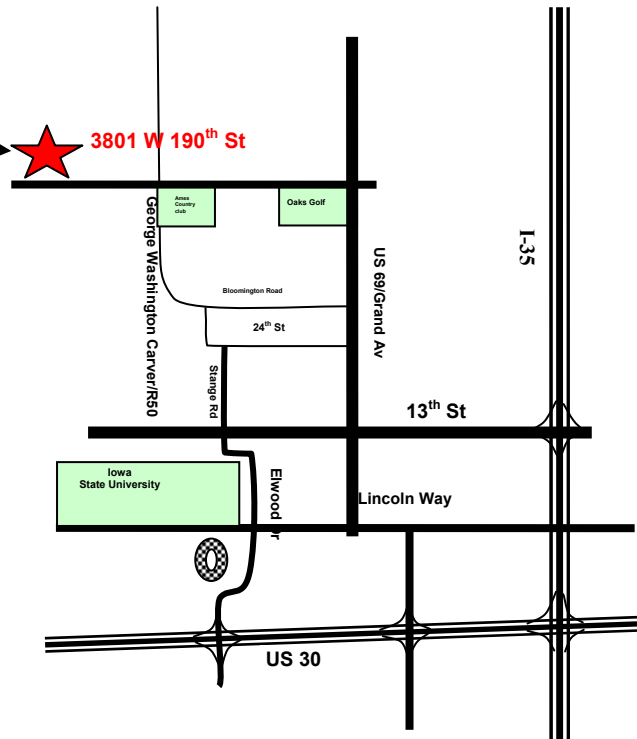
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Science, Craftsmanship & Luck



Prairie Moon at the Malls

Prairie Moon will be at two malls over the holiday season this year. We will have a Kiosk at the North Grand Mall from November 21 to December 24 and we will be at Merle Hay Mall in Des Moines from November 23 through December 23. We will have all our wines (including two sizes of ice wine) as well as wine baskets and gifts.

Reception Hall Update

We now have our reception plans drawn up and are ready to begin. The expanded area will comfortably seat over 300 people. The north end of the area will be all doors that open onto the brick patio area so that on nice days the patio can be both inside and outside. The view out the glassed end of the reception room over the vineyard will be spectacular in all seasons. An expanded catering kitchen will accommodate even larger dinner parties. Call Matt at 515-232-2747 to see the plans

Innovative Bug Removal

A growing problem in the Midwest wine business is the presence of the Asian lady beetle. You all know them as "lady bugs" and you know what a pain they can be. Well as it turns out, one of these bugs per gal of wine will cause an off taste in the wine. So it is essential to remove almost every last one before the grapes are fermented. This is no small task but the problem has been solved. This fall all our grapes were first destemmed and all the berries were run over a grate on a shaker table. All the small "stuff" including the bugs fell through the grate and were removed while the intact berries rolled down the table and into the fermentors. It was quite a sight to see the 1000s of bugs collected and removed from the grapes...they all went to the compost pile. Anyway, not only are the grapes free of bugs they are also markedly cleaner than tradition processed grapes. We think this will result in a cleaner fermentation with truer flavors and crisp aromas. Lastly, this technique allows whole berries to "auto ferment" prior to the onset of yeast fermentation that is said to increase fruitiness. We shall see.

