



Adirondack Winery:  
285 Canada Street  
Lake George, NY 12845  
(518) 668-WINE

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Contact: Michael or Sasha Pardy / (518) 668-9463 / ILoveWine@adirondackwinery.com 10/11/11

## **ADIRONDACK WINERY “CLEANS UP” WITH THREE GOLD AND THREE SILVER MEDALS** **AT THE 2011 WORLD VALUE WINE CHALLENGE**

**LAKE GEORGE, NY (October 11, 2011):** Adirondack Winery is proud to announce that its locally hand-crafted wines earned three Gold medals and three Silver medals at the 2011 World Value Wine Challenge.

The World Value Wine Challenge (“WVWC”); put on by the Beverage Testing Institute, is recognized as the nation’s most comprehensive annual competition for wines priced \$20 and under. According to BTI, wines priced at \$20 and below per bottle represent over 90% of all wines sold in the United States and value-conscious consumers are searching for the best wines for their budget.

Adirondack Winery President, Sasha Pardy said, “Adirondack Winery is pleased to provide its customers not only with great wines, but good value, as the majority of its 35+ wine types are priced under \$20.<sup>00</sup>” With taste and value a top priority for consumers in today’s economy, competition was steep for wineries at the World Value Wine Challenge. Adirondack Winery’s wines were judged alongside thousands of wines from across the Globe.



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The WVWC judges awarded Adirondack Winery's Muscat with 91 points, earning it a Gold Medal and "Exceptional" status. The Muscat was also named a "Top 10 White Wine \$15 and Under" and the "Best Value US Muscat"! *The judges described their Muscat* as having "bright aromas of honeyed spiced apples and pear compote with a rich, supple fruity medium-to-full body and bright watermelon and mango sorbet flavor and a long, tangy finish."

Adirondack Winery's Orchard Blossom (Green Apple Gewurztraminer) and Sauvignon Blanc were both awarded 90 points, Gold Medals, and were named a "Best Buy" in their categories. The Orchard Blossom was also ranked in the Top 10 in its category.

Adirondack Winery's Cabernet Sauvignon, Rocky Shiraz, and Red Carriage (Cranberry Chianti) were awarded 88, 87, and 85 points, respectively, earning them each Silver Medals and "Highly Recommended" status.

Adirondack Winery started entering International wine competitions in early 2009 and with these latest awards, 29 of its wines have earned 52 medals in total, including 7 Gold, 22 Silver and 23 Bronze Medals.

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**ABOUT ADIRONDACK WINERY:**

Adirondack Winery opened April 17, 2008 as the region's first micro-winery. Winemaker and CEO, Michael Parady, sources grape must from various vineyards to create the more than 35 wine varietals on Adirondack Winery's wine list. All of Adirondack Winery's wine labels feature photographs of landscapes, landmarks, and special events in the local region, created by Sasha Parady. Since Adirondack Winery began entering select wine competitions in 2009, 29 of its wines have earned 52 medals. Adirondack Winery's wine making facility is located in Queensbury, NY and its Tasting Room is located in Lake George, NY.