



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 10/18/10

ADIRONDACK WINERY WINES EARN SILVER MEDALS AT THE 2010 WORLD VALUE WINE CHALLENGE

LAKE GEORGE, NY (October 18, 2010): Adirondack Winery is proud to announce that six of its hand-crafted wines earned medals (*five silver and one bronze*) at the 2010 World Value Wine Challenge.

The World Value Wine Challenge (“WVWC”); which took place in August 2010 and was put on by the Beverage Testing Institute, is recognized as the nation’s most comprehensive competition for wines priced \$20 and under. 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 \$20.⁰⁰.”

With price and value a top priority for consumers in this economy, this year’s competition was steep for wineries. Adirondack Winery’s wines were judged alongside thousands of other wines from across the Globe.

The WVWC judges awarded Silver Medals to Adirondack Winery’s [Pinot Noir](#), [Sangiovese](#), [Red Coat Reserve Merlot](#), [Gewurztraminer](#) and [Vibrant Viognier](#), giving the wines “Highly Recommended” status. The judges also named the [Gewurztraminer](#) a “Best Buy” for being a wine offering “uncommon value” in its category. Adirondack Winery’s [Blushing Trees White Zinfandel](#) was awarded a Bronze Medal, for being “Recommended” by the judges.

With this win, Adirondack Winery’s [Pinot Noir](#) and [Red Coat Reserve Merlot](#) now hold two Silver Medals each. The [Pinot Noir](#) won a Silver at the 2009 International Eastern Wine Competition and its [Red Coat](#) won a Silver at the 2010 INDY International Wine Competition. Adirondack Winery started entering wine competitions in early 2009 and with these latest awards, 17 of its wines have earned 25 medals in total.

ABOUT ADIRONDACK WINERY: Adirondack Winery opened April 17, 2008 as the region’s first micro-winery. Winemaker and CEO, Michael Pardy, sources grape must from various farm vineyards and produces the wine at the company’s local facility to create the 35+ wine varietals on Adirondack Winery’s list. All of Adirondack Winery’s wine labels, which are created by President Sasha Pardy, feature photographs of landscapes, landmarks, and special events in the local region. For more information, visit www.AdirondackWinery.com

 (Click pictures on next page to retrieve higher quality label images and read more about the wines)

