FOR IMMEDIATE RELEASE

|  |  |
| --- | --- |
| **Contact: Michael or Sasha Pardy / (518) 668-9463 /** **ILoveWine@adirondackwinery.com** | **11/04/12** |

**Adirondack Winery Earns a Trio of Silver Medals at 2012 World Value Wine Challenge**

**LAKE GEORGE, NY (November 2012):** Adirondack Winery is proud to announce that its locally hand-crafted wines earned six medals at the 2012 World Value Wine Challenge.

The World Value Wine Challenge (“WVWC”); put on by the Beverage Testing Institute (“BTI”), 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 $20.00.” 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 other wines from across the Globe.

The WVWC judges named Adirondack Winery’s [Pinot Grigio](http://store.adirondackwinery.com/pinot-grigio.html) a “Best Buy” of the Top 10 white wines under $20 and awarded it 89 points, a Silver Medal and “Highly Recommended” status. The judges described this wine as having "Mild aromas of baked peaches and praline with a silky, fruity light-to-medium body and a tangy, crisp apple, mineral and citrus accented finish. A spot on sipper!” Considering all this, it’s not surprise that [Pinot Grigio](http://store.adirondackwinery.com/pinot-grigio.html) is Adirondack Winery’s best-selling traditional white.

Also awarded a Silver Medal (89 Points, Highly Recommended) was Adirondack Winery’s [Semillon](http://store.adirondackwinery.com/semillon.html)…. the driest white wine on its list. The judges described the [Semillon](http://store.adirondackwinery.com/semillon.html) as, “interesting with frosted fig-peach pastry aromas with a supple, fruity-yet-dry medium-to-full body and a lush spiced apple, melon, lemon and grass finish. An intriguing white!”

Adirondack Winery’s #1 selling wine, [Strawsling (Strawberry Riesling)](http://store.adirondackwinery.com/strawberry-breeze.html), was also awarded a Silver Medal (86 points, Highly Recommended) and was named a “Best Buy” in its category. The judges described [Strawsling](http://store.adirondackwinery.com/strawberry-breeze.html) as, “very convincing aromas of strawberry and white grape jelly with a fruity sweet medium body and a tangy finish. A fun sweet wine!”

Adirondack Winery’s [Cabernet Franc](http://store.adirondackwinery.com/necafr.html), [Tempranillo](http://store.adirondackwinery.com/tempranillo.html), and [Blue Twilight (Blueberry Shiraz)](http://store.adirondackwinery.com/blueberry-twilight.html) all won Bronze Medals at the competition.

All of these wines were hand-crafted by Adirondack Winery wine-maker and CEO, Michael Pardy, whose talents in wine-making has driven the company’s double-digit growth since its opening in 2008. Adirondack Winery started entering International wine competitions in early 2009 and with these latest awards, 32 of its wines have earned 61 medals in total, including 7 Gold and 24 Silver.

--------------------------------------------------------------------------------------------------------------------------------------------------

**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 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 Pardy. Adirondack Winery’s wine making facility is located in Queensbury, NY and its Tasting Room is located in Lake George, NY. Adirondack Winery’s wines are available for sale at its Lake George, NY tasting room; through its online store; and at several wine and liquor retailers throughout the state. [www.AdirondackWinery.com](http://www.AdirondackWinery.com)