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Mission: the Essence of Lake Erie Wines, Presentation for Ohio Grape Day 1996

Markko Vineyard

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Markko Vineyard

MISSION - The Essence of Lake Erie Wines

Now in its twenty-eighth year Markko Vineyard carries on the search for the essence of Lake Erie wines. This mission follows Dr. Frank's work in the Finger Lakes. Estate grown, these single vineyard wines allow you to discover the subtle differences for each variety and vintage. First winter survival challenges the Lake Erie winegrower of vinifera. All vineyard operations here are directed to improving winter hardiness. The vineyards 14 acres breakdown to: Chardonnay (6 Ac), Riesling (5 Ac), Cabernet (2 Ac. incl. Merlot, Frank, Chambourcin), Pinot Noir and Pinot Gris (1 Ac). And secondly the growing season generates the unique character and complexity of each vintage. Then the soil adds its dimension, terroir. For the winegrower it's all exciting, if you like to live dangerously.

As professionals in viticulture you understand these complex relationships. It may take many more years to sort out the best of Lake Erie's grapes. Over the years the wines each speak for themselves and the grapes they come from. So growers and winemakers need teamwork. They need to work very closely so that the region (Lake Erie) reaches its full potential and gets the highest possible value for the crop as wine.

That is why Markko Vineyard is vertically integrated. By growing the grapes (and even posts and barrel wood), making the wine, and selling it directly to consumers, all the value added comes to the winegrower. Vertical integration also adds greatly to labor utilization and stability. The labor requirements for growing, making and selling wine complement each other nicely. Grape production may rise or fall sharply each vintage, while sales move very slowly by comparison. The inventory of wine carries the business over this rough road. While the shelf life of the wine can even improve its overall quality and value with age. The inventory also hedges the operation from inflation in the economy. Finally by selling directly to many consumers, the winery is not at the mercy of a few big buyers who may dictate price and quantity.

Success in winemaking depends most of all on variety and quality of the fruit. Then the winemaker just needs to keep all flavor, aroma and body, without adding off notes or losing intensity. Through a combination of hi-tech and old tradition each wine then can develop its own personality. Forcing a wine to meet certain profiles usually lowers the peak.

Chardonnay is usually barrel fermented and aged two years without racking. If possible it is bottled without filtering. And a lot of study goes into various barrels and their effect on taste. So far it offers the best and most constant potential for Lake

Erie.

Riesling is fermented in stainless steel and hopefully keeps its fruit and flavor with some sweetness. This requires almost sterile filtration and higher levels of sulfur dioxide. The problem has been to get consistently good wines each year.

As for reds Cabernet Sauvignon has a problem in ripening each year. It needs a long warm growing season and does not get it often enough. Pinot Noir develops true character most years if it can be grown. Pinot Gris also could be great if it succeeds in the vineyard. The more growers plant these as trials, the sooner the answers will appear.

Most Markko wines sales go directly to customers (80%). The Gadding Vine newsletter updates the customer by mail and through internet. A few special events like the wine auction and fish-fry add incentive to come to the vineyard and taste.

Since mid-May Vintage Wine Distributors in Solon handles all wholesale accounts in Ohio. This should improve service and availability of Markko wines to stores and restaurants. With total production at less than 2000 cases, allocation applies to most bottlings. The Markko story and its mission still need to be told. But in tasting 'the wine speaks for itself'.

Compared to California and the west, the Lake Erie wines speak especially for the grower and his vines. The summers can be ideal and the winters can be survived. This combination in normal years brings out the true beauty and rainbow of fruit character especially in the white varieties. While in the west these grapes tend to over ripen and lose acid and character. Lake Erie has something very special to look for.

WEB NOTE

Anyone interested may look on the Web at <http://www.markko.com> Check it out!! It covers the wine list, map, Gadding Vine news, and e-mail. Also cruise to other wine pages with hot links thru to the Lake Erie Quality Wine pages.. It's great wine education for all. The more we learn about wine and teach customers the more wine we move.

Thank you all for coming. We are so very grateful for all your encouragement and support. Markko Vineyard plays only a small part. So many others do more and contribute in different ways, but in sharing we all gain.

Markko Vineyard Manhours by vineyard jobs on 14 Acre
Seven and half Months SUMMARY
Weed/TM

WK No.	Prune	Tying	Tractor	Plant/Hoe	Hedge	Total	Comments
2/17	19					19	
2/24	24		8	8		40	Posts
3/2	83					83	
3/9	125					125	
3/16	89					89	
3/23	132					132	
3/30	127					127	
4/6	105					105	
4/13	88					88	
4/20		255	40	26		321	Trel M
4/27	159	201	15	12		387	Trel M
5/4	94	165				259	
5/11	153	266	12			431	Spray 1
5/18	123	198	5			326	Spray 2
5/25		28	34	161		223	Hoeaway
6/1			32	219		251	Disc/Rpln
6/8		51	16	75		142	Rub off
6/15		36	29	36		101	Spray #4
6/22		48	12	40		100	Spray #5
6/29		83	8			91	Spray #6
7/6		63	27			90	Ghoe/weed
7/13		94	10			104	Spray #7
7/20		53				53	
7/27				20	96	116	Pull/Hedg
8/3			8	24	120	152	Hoe-up
8/10			27		98	125	Hoe-up
8/17					137	137	
8/24			9	20	40	69	Last Spra
TOTALS	1,321	1,541	292	641	491	4,286	

	SUMMARY Manhours per Acre					Total	Percent
1996	94	110	21	46	35	306	137%
1995	(Jan '94 winter kill all-time record low -23F)					365	163%
Normal	13 Year average - incl recovery yrs (1986'87, 1995'96)					256	114%
Normal	Non-winter Kill - 9 year average (Excludes two years after damage)					224	100%

SPRAY-96

Markko Vineyard
1996

No.	1996		SPRAY VYD	ROW	SUL	DIA	RUB	ROW							
	DATE	TIME				ZIR	NOV	SS	ALT	COMME	MAX	FF	SS		
1	5/7-8	DAY	ALL	ALL		COPPER 6#/100	GLS								X
2	5/17	AM	ALL	ALL	6	P3 [*] /A	RUB								X
3	6/3		6,1,2,3,4(to21)		6	P-Z	NOVA								X
	6/5	PM	4, 5		6	PEN	NOV								X
4	6/11	A-P	ALL	ALL	6	PEN	R-B			X	U				X
5	6/19	PM?	6,1	ALL	6	PEN	R-N			X					
	6/19	PM	2,3,4 (to30)		6	PEN	RUB			X					
	6/21	PM	4,5 (53-40)		6	MAN	ROV	BAY		X					
6	6/27	PM	1,2,3	ALL	6	PEN	ROV	BAY		X	3				
	6/27	PM	6,4(to 41)		6	PEN	ROV	BAY		X					
	6/28	PM	4,5	+MUSC	6	PEN	RID	BAY		X					
	6/28	PM	5(30-1)		6	PEN		RUB		X					
7	7/8-11		6,1,2,3,4,5 (53-6			PEN	BEN	NOV		X					
8	7/26	AM	5(1-40)		6	PEN		NOV		X					
	7/26	A-P	5,6		6	ZIR		NOV		X					
	7/26	PM	1,2,3		6	ZIR		NOV		X	2				
	7/28	EVE	4	X(39W)	6	ZIR		NOV		X	U				
9	8/19	DAY	Marie		6		ROV	RUB							
	8/19	DAY	MH,BTM		6		ROV	RUB							
	8/19	DAY	DOC		6		ROV	RUB							
	8/20	DAY	BRO		6		ROV								

Fertilizer Applied 5/18/96 200#/A of 10-20-20

Spray MAXICROP 3#/Ac Total (6-8/1996)

Spray NutraLeaf 60 (20-20-20) vyd 1,2,3

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Vintage Wine Distributors – Visit

September 27, 1996

Smel
Markko History 1968

- Tim Hubbard - Partner
- Dr. Frank - Winegrowing
- Doug Moorhead - Consulting
- Leon Adams - History
- Joe Cooper - Wine judge

*Central LB -
800'*

Lake Erie Appellation - 1983 official

- Site selection - Overlooking the Lake /elevation etc - 100 ac
- Soil preparation - deep plowing, drain tiling - 14 ac
- Vine selection/rootstock - Vinifera white/red/trials -10 m vines
- Winegrowing - hill-up/cultural practice/winter kill
 - Trellis - bilateral cordon / pruning
 - Canopy management / spraying & leaf pulling
- Demonstration vineyard - mission winemaking
- Minimal handling - develop natural character
- Whole bunch crush
- Barrel aging/sur lie
- Submerged cap Cab fermentation - Ali

Essence of Lake Erie

Harvest History - 1972 to 1996

'95	'94	'93	'92	'91	'90	'89	'88	'87	'86	'85
N	K	N	L	E	N	L	N	N	W	K

Wine History - Character development /Aging potential

- Chardonnay - most consistent character
- J Riesling – variable -
- Cabernet S - not consistent
- Pinot Noir - new trials / winter survival
- Pinot Gris - new trials / blend

Sales & Marketing

- Tasting room - Daily except Sunday 11 to 6
- Few events - Blessing, fish-fry, M Cup Sail, O&E, Xmas T
- Direct mail - 3500 x 4 / Gadding Vine (newsletter)
- Vintage Wine Distributor - *state of Ohio*
- Lake Erie QWA

The Wine Speaks for itself