

# SWEDISH HILL Winery

## FOR IMMEDIATE RELEASE

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## SWEDISH HILL WINERY RELEASES NEW DRY ROSE TO BLUE WATERS SERIES

Finger Lakes, NY – February 12, 2015 – The Blue Waters Series at Swedish Hill has expanded once again with the winery's first ever Dry Rosé.



The 2014 Blue Waters Dry Rosé is a blend made mostly of Cabernet Franc with the slight addition of Pinot Noir and Riesling. This new release is crisp and fruity yet dry with a residual sugar of 0.6 percent. With aromas of cranberries and citrus with a delightful refreshing finish when served chilled, this is rosé is food friendly wine pairing well with anything from turkey to Asian cuisine, and ideal for lighter summer fare.

The Blue Waters Series originally started with two products, an unoaked Chardonnay and a medium-sweet Riesling. In the last few years this series has had quite the expansion to also include a Gewürztraminer, Pinot Grigio, Cabernet Franc and Pinot Noir. All of the wines, including the dry reds, continue to boast fruit forward flavors and offer some of the Finger Lakes most notable wine varietals with an emphasis still on quality, but at a more modest price point. This series has proven to be one of Swedish Hill's more popular lines, especially in the retail division.

Owner and CEO, Dave Peterson, mentioned that "Americans have finally discovered that pink wine is not synonymous with sweet. In fact, it is one of the hottest wine categories in the country right now and the Finger Lakes climate is ideal for making world class dry Rosé. We are excited to not only expand the popular Blue Waters series, but also to meet the demand of our customers in the retail markets with this new product."

Swedish Hill Winery, located on the Cayuga Lake Wine Trail, produces over 40 different wine products at the Romulus, NY facility that was founded and remains in operation today by the Peterson Family. For more information about Swedish Hill, its products and tasting rooms, visit [www.SwedishHill.com](http://www.SwedishHill.com)

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