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Contact: Lindsay Bolton
Swedish Hill Winery
4565 State Route 414, Romulus, NY 14541
phone: 607.403.0029 email: lindsay.case@swedishhill.com

SWEDISH HILL WINERY SWEETENS UP SVENSKA LABELS

Romulus, NY – February 12, 2015 – Swedish Hill Winery, located on the Cayuga Lake Wine Trail, is excited to release a new look for their Svenska series of semi-sweet wines. The new labels will continue to showcase a decorative horse to maintain the Swedish connection to this series, but in a new fresh design that will compliment the juicy flavors of the wines.

The series named Svenska, which is the Swedish word for "Swedish", has a history with the winery in that the Svenska White and Svenska Blush were two of the original five wines when Swedish Hill opened in 1986. A couple of years later the Peterson family introduced the third, Svenska Red, to the series. Through the decades the label has always showcased the Peterson's Swedish heritage with depicting the traditional Swedish Dala Horse. Although the label as gone through some changes in the past few decades, the semi-sweet grapey flavors of the wines continue to resonate with consumers across the nation.



Dave Peterson, second generation owner of Swedish Hill, exclaimed his excitement for the new look commenting that, "although we produce wines of many different styles, the Svenskas have been the most notorious mini-series for us throughout the years. We think that is because there is nothing pretentious or intimidating about the wines and that they simply have the ideal sweetness level that makes them fun for any occasion. These new brighter labels captivate the essence of the wines and are a continuence of my family's heritage in more of a modern fashion."

Each of the Svenska wines are semi-sweet and boast juicy grape flavors and aromas that are reminiscent of being in the vineyards during harvest. All three wines are produced in a 750ML bottle and a 1.5L bottle. Consumers can continue to enjoy these luscious flavors in their new look at each of the three Swedish Hill tasting rooms, online, and in restaurants and retails stores across New York State.

Located on the Cayuga Lake Wine Trail and owned by the Peterson Family, Swedish Hill's tasting room has over 30 different wines ranging from dry to sweet white and red wines, sparkling wines, and distilled products. For more information about products, distribution, and their tasting rooms in Romulus, Saratoga Springs and Lake Placid, visit www.SwedishHill.com.

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