



THE ATWATER TIMES

August 2023



MEET MARTHA HOAG, OUR NEW TASTING ROOM MANAGER



We are incredibly excited to welcome Martha Hoag as our new Tasting Room Manager. Martha joined Atwater in mid-July and has already made a positive impact.

While she's in the Finger Lakes Region *this time* due to her husband's career, she first came to the region forty years ago to attend Wells College. For her, this move has

Martha began her wine odyssey in 2009, when she started studying for her first Sommelier degree. Upon graduation, she and her husband moved to Napa Valley. Starting a new career in midlife led her to gain another degree (from WSET). She was introduced to an amazing Viniculturist named Leo McCloskey who graciously took her under his wing. This led to harvest internships at Cakebread, flavor profile testing for Constellations Group/UC Davis, and a biodynamic garden internship with Raymond Vineyards before she settled into tasting room positions for the next ten years.

She eventually became Presenting Sommelier (among other roles) at Joseph Phelps Vineyards and capped off her California journey off with the position of Wine Club Manager at Anaba Wines in Sonoma. Loving every minute of it, Martha could not stay away from vineyards or wine, and she's delighted to be here at Atwater, with, she says, "our lovely wines, amazing terroir, beautiful views, and the nicest people."

So far, she is enjoying our terrific, balanced wines, fabulous garden, and eclectic approach to fine wines. Her current favorite is our Grüner Veltliner paired with fresh produce from the many local farmer's markets.

Outside of work, Martha's hobbies include gardening and remodeling her 100-year-old house. She includes cleaning in her list of hobbies, as it's truly her favorite activity. One thing she'd like guests to know about her is that she loves to laugh! Please say hello to Martha the next time you visit.



IN THE VINEYARDS



Veraison is beginning in some varieties, so we are working on getting the nets down. The nets are one of the bird deterrents we use to protect the grapes from our feathered friends.

The summer's rain and warmth has pushed a lot of vine growth this year. We have been busy shoot positioning, hedging, and leaf pulling to make sure that the fruit zone stays open and gets lots of sun exposure. The rate of growth has been so rapid that we have had to make more passes through the vineyard than we typically do.

We have done our crop estimates and

while we didn't have much freeze damage, we did notice fewer clusters per vine than average. On the flip side, our cluster weights are much higher than normal. Those two factors will likely cancel each other out and give us average yields overall. So far the fruit and the canopies look really healthy, and we are hoping for a good last stretch before harvest.

VERASION

"The onset of ripening, when the grapes turn from green to red and naturally begin to sweeten....It's when the vine alters it's focus from energy creation (through photosynthesis) to energy consumption where it concentrates its energy into making sweet grapes."—*Wine Folly*



WINE CELLAR UPDATE

We ended July putting Stone Bridge Red 2022 in bottles. Next, we'll be busy bottling the 2022 Cabernet Franc, Syrah, Pinot Noir, and the 2020 Skin Ferment Pinot Gris. Once that is finished, we'll start prepping for harvest!

Sam Stouffer, our new Assistant Winemaker started this month. He has moved all the way from Columbus, Ohio to come and be a part of the Atwater team. Although he is new to this position, he's not new to Atwater. Last year, he was one of our Harvest Cellar Interns. We are very excited to have him with us.



TASTING ROOM NEWS

**Finger Lakes Wine Month:
Pinot Noir Vertical Tasting**



library wines from 2013, 2014, and 2015. We encourage [reservations](#) but accept walk-ins if we have availability. (The link will take you to our Curated Wine Tastings reservations; select the Pinot Noir Vertical on the second screen.)

We are also offering \$1 off per glass of wine or cocktails to guests wearing Atwater t-shirts or sweatshirts through August 31.

Register for Pinot Noir Vertical Tasting



CLUB HOUSE



Behind the Label Virtual Tasting

Thursday, September 7

6:30-8:00 p.m.

Please join us for a club-exclusive “Behind the Label” virtual tasting! Our winemakers will discuss the vintage, winemaking process, and wine characteristics of the Winemaker’s Selections as well as any other Atwater wines you’re interested in. We’ll

If you've missed past Behind the Label Virtual Tastings, you can watch the replays on our [YouTube channel](#).

[Register for Virtual Tasting](#)

[EXPLORE OUR WINE CLUB](#)



UPCOMING EVENTS

All Times Eastern

Thursday, August 24 6:00-8:00 p.m.	Atwater After Hours Singer-Songwriter Series with Rena Guinn
Saturday, August 26 2:00-7:00 p.m.	La Monarka Mexican Food Truck
Saturday, August 26 6:00-8:00 p.m.	Atwater After Hours SunSET Series with Astro Hawk
Sunday, August 27 5:00-9:00 p.m.	<i>Sold Out!</i> The Vineyard Table: Asian Bistro
Thursday, August 31 6:00-8:00 p.m.	Atwater After Hours Singer-Songwriter Series with Good Dog Band
Saturday, September 2 2:00-7:00 p.m.	La Monarka Mexican Food Truck
Sunday, September 3 2:00-7:00 p.m.	La Monarka Mexican Food Truck
Sunday, September 3 6:00-8:00 p.m.	<i>Special Sunday Set</i> Atwater After Hours Singer-Songwriter Series with Cast Iron Cowboys
Thursday, September 7 6:00-8:00 p.m.	Atwater After Hours Singer-Songwriter Series with Sammy Viaconte

[Winemaker's Selection Virtual Tasting](#)

Thursday, September 14
6:00-8:00 p.m.

Atwater After Hours Singer-Songwriter Series with
Hannah T

Saturday, September 16
2:00-7:00 p.m.

La Monarka Mexican Food Truck

Saturday, September 16
6:00-8:00 p.m.

Atwater After Hours SunSET Series with Astro Hawk

Thursday, September 21
6:00-8:00 p.m.

Atwater After Hours Pub Night: BYOVinyl

Thursday, September 28
6:00-8:00 p.m.

Atwater After Hours Singer-Songwriter Series with
Rev Ezra

MAKE A TASTING RESERVATION

Visit our [online calendar](#) for updates!

Interested in an overnight visit?
Check out available lodging from our [business partners](#).

HOURS

Open Daily 11:00 a.m. to 6:00 p.m.

Atwater After Hours Thursday through Sunday 6:00 to 9:00 p.m.



We'd love to see your posts on social media! Please tag us [#atwaterwine](#).

Must be 21+ to click this email, browse our website, and purchase wine.
Adult signature required on all shipments.



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