

APOLLO'S
PRAISE
ZINE #2
SEPTEMBER 2024



APOLLO'S PRAISE WINE & GLEE CLUB ZINE #2

As Madonna once sang, "we made it through the wilderness, somehow we made it through!"

Our first year owning Lahoma Vineyards, launching Apollo's Praise, and fixing up the adjacent 1860s farmhouse has been a constant reminder that community is the glue that keeps us all together.

Unexpected coffee deliveries from family, warm dinners waiting for us from dear friends, our catsitters helping us out in a pinch, thoughtful emails in response to Kelby's updates, and sharing a laugh or glass of wine with new and old acquaintances at our local haunts helped get us through. It has been a joy to have you all along for this ride and we look forward to making more memories in the coming years!





VINEYARD HAPPENINGS

Greetings from the open cab Kubota tractor at Lahoma Vineyards!

This tractor and I have become fast friends this growing season, as it is the top choice for mowing vineyard rows and headlands, which has very much been my specialty in 2024. Our Assistant Vineyard Manager Froylan good naturedly jokes that it is the safest option for me to be on, although he's also shown me how to drive every tractor on the farm this season.

The view from the mower isn't so bad, however! In fact, it is one of the best ways to keep a survey on the vineyard as you pass up and down every row. Especially in a year like this year, when growing conditions have been ideal for grass and grapes alike.

Thanks to even warmth without scorching heat, lots of sunshine, and just enough rain to keep the vines going (at least at Lahoma, where many storms have missed us so far this summer), we're probably a week ahead of average on the season. We've been on top of our canopy management and spray schedule to avoid any mildew concerns, and the vines certainly appreciate the efforts. Recently we've also been busy with some new ideas we're bringing to the vineyard: leaf pulling and fruit thinning in our special blocks for Riesling, The Knoll, and our first ever Gamay crop (!).

As of right now, things look good! And the grapes look bountiful. We'll take both, of course, and keep our fingers crossed we get across the finish line the same way.







April showers bring May...wine launches?

Early April we were able to welcome our primary distributor partner, Skurnik Wines & Spirits, to the Finger Lakes. We were thrilled to host the crew that came up at the farmhouse and we braved the wind for a "wine hunt" through the vineyard despite the mud and muck.



By late April we were packing up Wine & Glee Club orders to ship out. Kelby almost taped me to a box once, we are still learning to work together :)

AvVino hosted us in Rochester for a sold out launch dinner. Kelby and Janine have a Fox Run connection circa 2009, so it was a full circle moment to be hosted by such an amazing restaurant team as we kicked off our launch.

Bringing it back home, Microclimate Wine Bar hosted our FLX launch. A 3L of Dry



Rosé may have appeared at the celebration!

Not to slow down - Kelby hit the road for Brooklyn, Buffalo, Rochester, and Syracuse showing off our spring releases.

In a “no rest for the weary” moment, six of us FLX peeps piled into two cars and drove out to Chicago for a Scheurebe event with Andrea Wirsching hosted by A Very Serious Gallery. This was the night before Cristi López had her solo show opening and we poured Apollo’s Praise.

And finally, we had our spring sales meeting in Manhattan to finalize our launch with Skurnik Wines & Spiritis. You only have one shot to kick off a new winery, so we decided to go all in!



FLX takes on Chicago

We said hello to Cristi López at her solo show “Anima” with her gallery, A Very Serious Gallery!



EATING OUR WAY THROUGH CHICAGO - ITALIAN BEEFS, CHICAGO DOGS, POLISH DOGS, TAVERN PIZZA, AND HANDS DOWN DELICIOUS PASTA FROM TORTELLO KEPT US FED AND PREVENTED ANYONE FROM GETTING "HANGRY"! AND YES, I KNOW THAT THIS PHOTO IS RIDICULOUS AND I KNOW THAT MAN BEHIND ME! HELLO, MATT!







CHARDONNAY

Has there been any grape that has been on more of a roller coaster ride in the Finger Lakes over its history than Chardonnay? We'd be hard pressed to think of a counter example!

**Photo left: our 2023
Chardonnay planting at
The Bridge in spring fog
May 2024**

It started with a flurry of plantings in the first wave of Farm Wineries in the 1970s and 1980s, when wineries like the venerable Fox Run were founded on the belief that traditional sparkling wine was the future of the region. In the 1990s the grapes often found themselves in new oak barrels, as the California style made waves and reigned supreme. And then, between the rise of Riesling in the region and a shift in taste, Chardonnay found itself adrift. Ken Fulkerson, the prior owner of Lahoma, jokes that he used to have to give the grapes away.

And now? Chardonnay is on the rise once more! Plantings in the region can be quite old - even at Lahoma, the Chardonnay we made this wine from are the oldest plantings on the entire farm - and winemakers are more confident in making a wine style that the Finger Lakes excels at:



elegant, bright, and mineral. This particular wine aims squarely for that style, with just a touch of roundness from lees stirring and the french oak puncheons we ordered in especially for it. It is a wine that reminds us that the best Finger Lakes Chardonnays are both delicious and structured.

GRÜNER VELTLINER

Full disclosure: Grüner Veltliner is one of our favorite wine-Rorschach tests. For a grape that has risen to some prominence in the US in the last fifteen years, both in terms of imported and domestic examples, it is a master shapeshifter.

To wit? The Winemakers Tasting Group that was founded by Peter Bell at Fox Run in the late 1990s, which Julia now runs along with Dave Breeden from Sheldrake Point. This is a room of trained tasters that meets twice a month to taste wine and discuss what is going on in the glass. There are disagreements over wines, but usually in how we are all reacting to the same attribute and our preferences about it. A flight of Grüners, however? You would think everyone had a different wine in their glass. None of us sound like we are even talking about the same wine. This is the power of Grüner.

So we won't tell you what to expect to taste in our version, but we will tell you what our aim was! Grown in a small half-acre plot at the top of The Knoll (!!), we work hard to make a Grüner that tastes like the richer Austrian Grüners we love so much.



An extended cold soak, older oak fermentation, and lots of lees stirring over the winter and spring build up both the body of this wine as well as the white pepper and flinty notes we find compelling in our favorite Grüners. Mind you, we are assisted in this endeavor by the incredible sandstone terroir of The Knoll, which lends some structure and opulence to this wine while also adding the telltale Knoll smoky grapefruit character.

The result is delicious... at least in our glass!





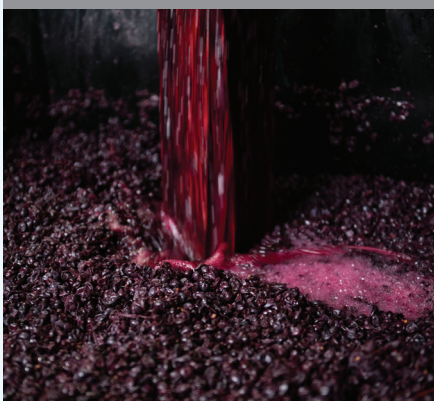
TONNELLERIE
BOSSUT
FRANCE

BOSSUT
USA

BOSSUT
USA

RESERVE CABERNET FRANC

“Wait,” you may be thinking, “there is Cabernet Franc at Lahoma?” For those who associate the site primarily with white wines, especially Riesling, this can be quite the surprise. But yes, Apollonian, there is a Lahoma Cabernet Franc!



Kelby would have agreed with your surprise, however, as over his tenure at Red Newt he only ever worked with white grapes from Lahoma. Sure, he was aware that Cabernet Franc had been planted on the farm, but in the way one is aware that light is both waves and particles; an academic, waving-your-hands-off-in some-other-direction, sort of way. When we were planning our first vintage of wines for Apollo’s Praise, this lack of familiarity with Lahoma Cabernet Franc was also part of why we kept Nutt Road fruit for the spring releases. We knew exactly how that fruit worked with our wine styles.

But we needed to take a crack at making a Lahoma Cabernet Franc! We planned to do it for our second vintage, and then a gorgeous french oak tank dropped into our laps from our favorite barrel cooperage. It had been slated for a winery in North Carolina, but ocean shipping delays pushed delivery too late for their harvest... but perfect for ours.

What makes this tank, and wine, unique is that we could both age and ferment the wine right in the same vessel for its entire life. This oak fermentation and aging process is unique for the Finger Lakes, but reminds us of some of our favorite old world red wine producers. And in keeping with wines from those regions, despite that oak contact time, the resulting wine is anything but oak driven. The bramble fruit of the Cabernet Franc shines, but with a texture that is remarkably layered and structured.

We thought it would be a fun experiment, but after tasting the results we knew we were hooked. We think you will be too.

Trialing a large format oak fermenter and aging vessel in year one. We love how the wine has developed and might have another on order...

THE KNOLL RIESLING

In some ways, the wine that started it all. This Riesling is at the heart of Lahoma Vineyards, our winemaking style, and our history.

Kelby first made a wine that would be called “The Knoll” from this parcel while at Red Newt in 2013. Planted in 2008, this particular hill in the middle of Lahoma Vineyard had made head turning wines even off the first few harvests, and the vines always looked spectacular. Kelby decided to use this parcel as the testing ground for his budding winemaking philosophy at that point, that the Finger Lakes should be able to make Dry Rieslings with structure and weight comparable to the top dry examples from elsewhere in the world.

Between the sandstone of The Knoll and its impact towards opulence, the notably clean and ripe fruit this site produces, and Kelby’s exploration of cold soaking the fruit on the skins, a new wine was born. This cold soaking technique was the major ‘innovation’ at the time, and one now firmly associated with Kelby as the ripples from it have spread across the Finger Lakes as winemakers pursue more structure and power in their white wines, but all credit goes back to this special two acre parcel.

So here is our first version of it as Apollo’s Praise! Having set a string of ‘highest points ever for a Finger Lakes wine’ with prior iterations (which so pleased Lahoma grower Ken Fulkerson he decided we should be the ones to purchase the vineyard), one never knows what to expect with the 2023. We just know that Kelby insisted on handling every single step of this wine himself, and we are really proud of the result. It is one of the great wines of the world, and we’re honored to work with it and to be able to offer it to all of you.



JULY 2023 - KELBY JOINED JANCIS ROBINSON'S PANEL AT THE MW CONFERENCE IN WIESBADEN AND PRESENTED A PREVIOUS VINTAGE OF THE KNOLL, NOW HE GETS TO MOW THE VINEYARD ROWS!



**IN THE AREA? WE ARE HAPPY TO HAVE A
MEET UP AT THE LAHOMA FARMHOUSE OR
IN THE VINEYARD!**

**SEND AN EMAIL TO
[CLUB@APOLLOSPRAISE.COM](mailto:club@apollospraise.com)**



...BUT ARE YOU MAKING A SPARKLING WINE?

Yes! It was a debate over our dinner table, but we decided that if we didn't make one in our first year we would always look back and wish that we had. The nitty gritty of sparkling wine is that you hold the inventory for several years and that is always a scary prospect in your first couple of years as a business. That being said, we are in this for the long haul, so we made the joint decision to go all in! We expect it to be released 2030ish, so in the meantime enjoy some other local bubbles that we love!

Hosmer (not biased at all...)
Entelecheia
South Hill Cider
Hermann J Weimer
Ravines
Red Tail Ridge
Eve's Cidery
Dr Konstantin Frank

There are certainly more producers that we could list.
So many good wines, only so many lines of text!



GUESS THE SONG PAIRING!

(ANSWERS BELOW)

RIESLING [KABINETT]

A. "Over and Over (12" Version)" by Sylvester

E. "When Do The Bells Ring for Me" by Tony Bennett

CHARDONNAY

THE KNOLL RIESLING

C. "Grooveyard" by the John La Barbara Big Band

D. "Maria Magdalene" by Guerrero, as performed by The Tallis Scholars

RESERVE CABERNET FRANC

GRÜNER VELTLINER

B. "Space Age Love Song" by A Flock of Seagulls



CITY MOUSE/COUNTRY MOUSE

Celebrating the places we love!

We have been thrilled to kick off what we hope to be a long series for us at the Lahoma Farmhouse! Reflecting upon the places we love best, we wanted to celebrate both the cities that energize us and the beauty that surrounds us in the countryside. In the years to come we will continue to invite chefs to host intimate dinners at Lahoma Vineyards, paired with our wines, and then join them at their restaurants for wine dinners.



Over the past few months, we've had quite a few people compliment us on our launch and the events we've had planned. While we appreciate the sentiment, there hasn't been any overarching plan or brand adviser working in the background - we've just been planning events that we would enjoy attending ourselves!

A prime example? The "Country Mouse, City Mouse" dinner series that we kicked off earlier this year. We wanted to have an event up in Rochester to celebrate our first ever releases, and quickly realized it should be with AvVino. The co-owner of AvVino, Janine, had overlapped with Kelby way back in 2009; it was Kelby's first internship at Fox Run, and Janine

was coming down for a day every week during harvest to compliment her wine knowledge as a Sommelier at Max's Chophouse. Flash forward a few years and they bumped into one another again, and couldn't believe how successful each of their paths had been in the interregnum.

Connected and good friends once more, AvVino was all about hosting our 'Rochester Launch.' We were having so much fun planning it, however, we started musing about doing a 'home and away' set-up where they would then come down and host a dinner at the Farmhouse. What can we say: fun ideas want to become reality, and who were we to stand in the way of that!

So on July 1st we inaugurated the Farmhouse Wine Club Dinner Series by having Avvino come down, and what a blast it was. We're already excited to plan more of them - stay tuned!

Kelby + Julia



NYC, DMV, CHI, PHL, FLX - WE HAVE BEEN TRAVELING ALL OVER THE NORTHEAST THIS SPRING, BUT HOME IS WHERE THE HEART IS AND FOR US THAT IS THE FINGER LAKES <3

UPCOMING EVENTS

BACK TO (WINE) SCHOOL POP UP

September 7 @ Lahoma Vineyards 12-5PM

Join us for a vineyard wine tasting and tours at 2PM and 4PM

[HARVEST 2024 - SEE YOU IN NOVEMBER!]

SMALL BUSINESS SATURDAY ONLINE POP UP

Looking for the perfect holiday gift? Keep an eye out for our specials!

DANO'S HOLIDAY DINNER

December 6 @ The Lahoma Farmhouse

Join us as Karen cooks up an Austrian Christmas goose









MEET OUR DESIGNER

KATIE ROISEN

LAYOUT AND PACKAGING
DESIGN IS ITS OWN SPECIALTY!

Katie was born and raised in Rochester, NY, and moved to Manhattan out of high school to attend the Fashion Institute of Technology, where she earned a degree in Fashion Illustration.

After graduating, she launched her graphic design career in the luxury lingerie sector of the fashion industry. In 2012, she relocated to the Finger Lakes region and shifted her focus to designing and marketing for the local wine industry, where she worked for 8 years, predominantly at Hosmer Winery.

"Today, I am a Creative Specialist at Ithaca College and continue to freelance in the wine industry, blending my passions for design, wine, and hospitality. Outside of work, I joyfully raise my 7-year-old son, seek outdoor adventures, create art, enjoy cooking, and cherish time with my marvelous family and friends." - Katie

GLORIOUS APOLLO
SAMUEL WEBBE (1740-1816)

GLORIOUS APOLLO FROM ON HIGH
BEHELD US WAND'RING TO FIND
A TEMPLE FOR HIS PRAISE.

SENT POLYHYMNIA HITHER TO SHIELD US,
WHILE WE OURSELVES SUCH A STRUCTURE MIGHT RAISE.
THUS THEN COMBINING, HANDS AND HEARTS JOINING,
SING WE IN HARMONY APOLLO'S PRAISE.

HERE EV'RY GEN'ROUS SENTIMENT AWAKING,
MUSIC INSPIRING UNITY AND JOY.
EACH SOCIAL PLEASURE GIVING AND PARTAKING,
GLEE AND GOOD HUMOUR OUR HOURS EMPLOY.

THUS THEN COMBINING, HANDS AND HEARTS JOINING,
LONG MAY WE CONTINUE OUR UNITY AND JOY.

The zine cover photo is a section of a 1954 USDA map showing
Lahoma Vineyards when it was planted to apples.

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