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CONTACT

Janelle Keeffer, Strategic Marketing Coordinator
Galencellars@gmail.com 815-777-3172

Scott Lawlor, General Manager
scott@galenacellars.com 815-777-3330

Rob Steger, Vineyard Tasting Room Manager & Events Coordinator
rob@galenacellars.com 815-777-3330

Galena Cellars Prepares for Nouveau 2011

At Galena Cellars, we're excited and busy getting ready for our **Nouveau Wine Weekend**, November 18-19, 2011.

Nouveau is the celebration of the first wine from the fall harvest. Nouveau wine is on a short fermentation cycle, and provides a preview of the vintage to come.

Nouveau is actually a French tradition with a very long-standing history several centuries old. Galena Cellars introduced their first Nouveau wine in 1985 and has been celebrating ever since! Now the celebration is community wide. All of Galena joins in with wine-inspired lunches dinners, the Grand Tasting featuring a variety of more than 200 wines, lodging specials, vineyard tours, shopping a weekend full of activities.

GALENA CELLARS NOUVEAU EVENTS

2011

Friday, 11/18 & Saturday, 11/19

Galena Nouveau Wine Weekend

www.nouveaueweekend.com

Check out a list of area events or purchase tickets to the Grand Tasting (featuring more than 200 wines) online.

NOON—Friday, 11/18

Lawlor Family Nouveau Toast & Winery Luncheon *second floor, above the Main Street Winery*

Second Floor of Galena Cellars Vineyard & Winery, 515 S. Main St., Galena, Illinois

Join the Lawlor Family as they officially toast their friends, area businesses, family and soon-to-be friends and unveil Galena Cellars' 2011 Nouveau Wine. Reservations required: Call Galena Cellars at 815-777-3330. Food catered by Fried Green Tomatoes. Serving a traditional French peasant stew in a homemade bread bowl. \$19.95 per person + tax and gratuity.

2:30—Friday, 11/18

Horse-drawn wagon parade of revelers deliver Galena Cellars Nouveau wine to downtown Galena restaurants & businesses

NOON—Saturday, 11/19

Nouveau Luncheon at Galena Cellars Vineyard

Galena Cellars Vineyard & Winery, 4746 N. Ford Rd., Galena, Illinois

Celebrate Nouveau with us at the Galena Cellars Vineyard with winemaker Chris Lawlor and Chef Ivo of

Galena Canning Company! Our artfully prepared lunch includes traditional French stew, Brie & fruit, and of course a glass of our 2011 Galena Cellars Nouveau Wine! Cost: \$19.95 per person + tax and gratuity.

3:30-6:00—SATURDAY, 11/19

GRAND TASTING

Galena Convention Center

900 Galena Square Drive, Galena, Illinois Imagine a room filled with more than 200 worldwide wines waiting for your sampling. Taste everything from elegant Oregon Pinot Noirs to stunning Napa Valley Cabernet Sauvignons, crisp Marlborough Sauvignon Blancs to toasty Carneros Chardonnays. From Albarino to Zinfandel this tasting has it all!

Purchase your tickets online now! www.nouveaueweekend.com

\$30 per person (advance) / \$35 at the door, subject to availability

Advanced tickets sales taken up until 5 pm on Friday, November 18.



Galena Cellars Unveils 2011 Nouveau Art

GALENA, ILLINOIS--The label is unveiled—let the celebration begin!

For the past twenty seven years, Galena Cellars has commissioned an artist to create a commemorative label and poster celebrating the release of their Nouveau wine.

This year, Galena Cellars is proud to unveil the 2011 Nouveau label, designed by Jean McMullen (jeanmcmullen.com). Based in St. Charles, Missouri, Jean has produced original collages for wineries across America. Jean is a retired art teacher who specializes in collages and watercolors. In addition to focusing on her artwork, she also teaches painting and collage, works at a “Healing through Art” program at both Children’s Hospital and Mercy Hospital in St. Louis, is a golf coach for Special Olympics and is a docent at the St. Louis Art Museum.

Meet Jean McMullen at the Lawlor Family Toast & Lunch above the Winery at noon on Friday, November 18. Signed keepsake posters available for sale at the celebration and online:

www.galenacellars.com.

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About Galena Cellars and the history of Galena's Nouveau Festival

Galena Cellars Vineyard and Winery—at the hand of 2008 Illinois Winemaker of the Year Christine Lawlor White—is celebrating 27 years at its Galena vineyard. The family owned winery produces more than 40 award-winning varietals and approximately 50,000 gallons of wine annually, including new releases Mimosa, Vineyard Red and Pomegranate. The vineyard and winery is also a part of the recently designated Upper Mississippi Valley American Viticulture Area (AVA), the largest designated wine appellation in the world comprising 29,914 square miles.

The first Galena Cellars Nouveau Wine Festival was held in Galena in 1985. “My favorite memory from our first Nouveau Festival is that it was covered nationally by the NBC Today show. The press was tremendous; all the local NBC affiliates in the tri-states were filming the Today show filming us,” said Lawlor.

The festival has greatly evolved through the years. What started with a small number of people, restaurants and lodging and has grown every year. “Downtown Galena is the perfect place to have Nouveau because of its vintage charm and ability for attendees to enjoy a variety of businesses within a close proximity,” Lawlor added.

Another tradition of Galena Cellars Nouveau Festival is the limited printing of its collectible Nouveau poster, mirroring the artwork chosen for the current year's Nouveau wine label. This year's artwork was created by Jean McMullen.

Galena Cellars' Nouveau wine is available for sampling and purchase at three locations: Downtown Galena (515 South Main Street), Galena Cellars Vineyard and Winery (4826 North Ford Road—2 miles from the Galena Territory) and at Galena Cellars in Geneva, Illinois (477 South Third Street, Dodson Place). Also available online at www.galenacellars.com.