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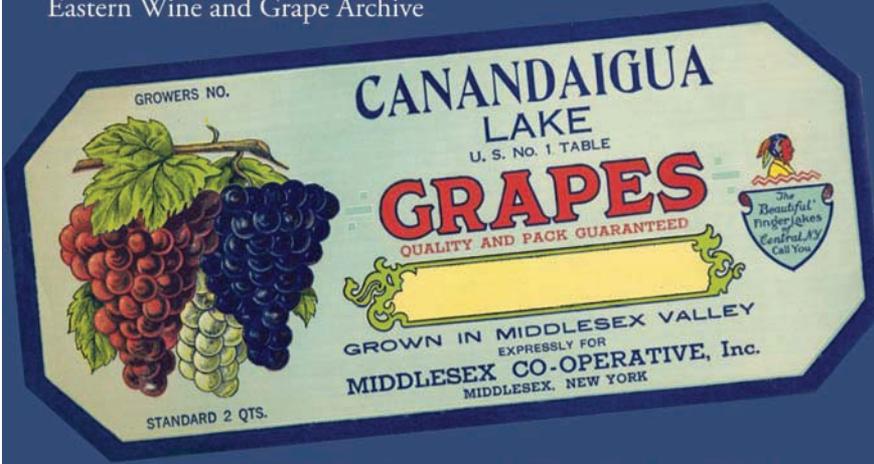
*A Special Advertising Section
in Cornell Alumni Magazine*



Celebrate Wine History at Cornell

Song of the Vine: A History of Wine

An exhibition celebrating the 10th anniversary of Cornell's Eastern Wine and Grape Archive



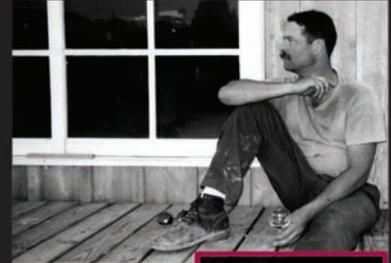
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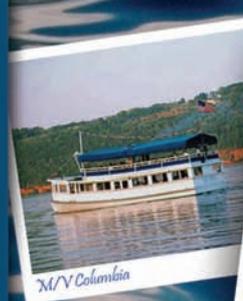
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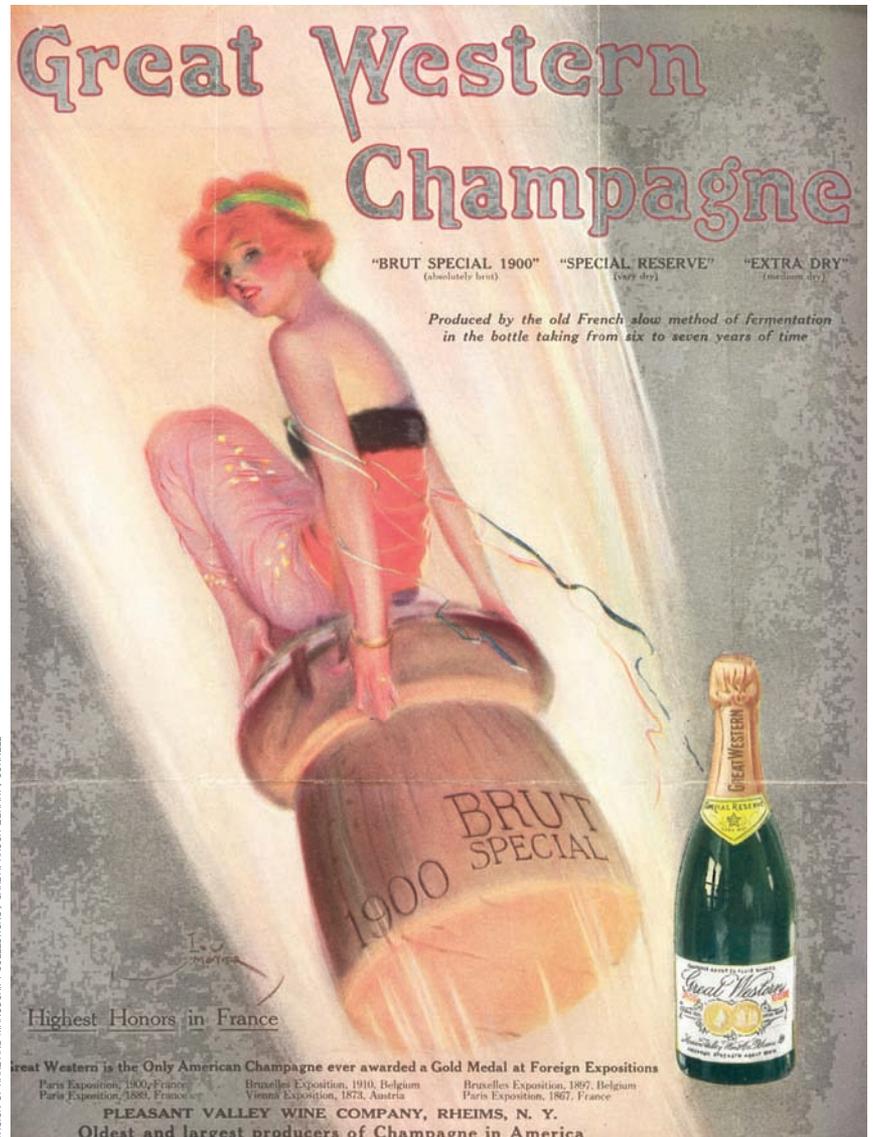
Cornell Celebrates Wine

Library Exhibit Spotlights Wine and Grape Archive

Ten years ago, with America's wine industry experiencing explosive growth, Cornell University Library realized that the history of this industry—the papers and records of grape growers, winemakers, and others—was not being well-represented and preserved in research archives. That's when Cornell decided to establish the Eastern Wine and Grape Archive.

A group of dedicated wine enthusiasts, historians, industry figures, and archivists began building the collection by talking to growers and wineries about the importance of preserving their history. News about the project spread, and collections began to arrive: vineyard and harvest records, wine-making notebooks, correspondence, account books, photographs, diaries, marketing materials, and more. A cooperative venture between Cornell University Library's Division of Rare and Manuscript Collections and the Frank A. Lee Library at the New York State Agricultural Experiment Station (NYSAES) in Geneva, Cornell's Eastern Wine and Grape Archive now contains several hundred cubic feet of wine and grape industry records.

The results of this effort will be on display at Cornell from June to December 2008, opening with a lecture and reception on Reunion Weekend. The exhibition *Song of the Vine: A History of Wine* will feature documents, rare books, photographs, and other artifacts from the Library's extensive book and manuscript collections. The exhibition will explore the origins of viticulture in Europe and the development of winemaking in America, as well as the cultural movements and legislative acts that have



shaped the nation's complex relationship with alcohol, such as the temperance movement and Prohibition. Documents recently acquired for the Wine and Grape Archive will tell the story of the growth of the New York State wine industry, from America's oldest wineries to today's "Uncork New York" advertising campaign. Other archival materials will highlight Cornell's extensive contributions to the develop-

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ment of new grape varieties through the work of the New York State Agricultural Experiment Station.

Hudson Cattell, the editor of *Wine East* magazine, was instrumental in the establishment of Cornell's wine archive. Other key support has come from the American Society for Enology and Viticulture—Eastern Section, the New York Wine and Grape Foundation, the Vinifera Wine Growers Association, the estate of Philip Wagner, and winemaker Ronni Lacroute '66. The collection received a major boost in 2004 when it was awarded the first of three successive grants from the New York State Archives Documentary Heritage Program. This grant enabled Cornell archivists to begin surveying the records of New York State wineries and growers, and educating industry participants about the importance of preserving their records.

Song of the Vine: A History of Wine will feature a lecture on June 5 by Thomas Pinney, noted wine expert and author of the two-volume *History of Wine in America*, a definitive account of winemaking in the United States, from its origins through its development and expansion to all fifty states after the repeal of Prohibition. A viewing of the exhibition along with a reception featuring wine tasting will follow the lecture. Related exhibitions will also take place at Mann Library, the Entomology Library, and the Hotel and Geneva libraries during Reunion Weekend.

Visitors may view the exhibition in the Hirshland Gallery, Carl A. Kroch Library, Monday through Friday 9 a.m. to 5 p.m. and Saturday 1 to 5 p.m. from June 5 through December 2008. For more information, please visit rmc.library.cornell.edu/ewga or call the Division of Rare and Manuscript Collections at 607-255-3530.

— Katherine Reagan

KATHERINE REAGAN is the assistant director for collections in the Division of Rare and Manuscript Collections, Cornell University Library.



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Cornell to Open Teaching Winery

In April, CALS dean Susan Henry announced that the University plans to open a teaching winery at the Cornell Orchards. The State University of New York will provide funding for the 2,400-square-foot facility, which is scheduled to open this fall. It will be used to teach winemaking procedures as part of Cornell's recently established enology and viticulture program. For more information on this program, go to: www.grapesandwine.cals.cornell.edu/undergraduate/.

New Summer Program for Wine Enthusiasts

It may not include stomping grapes, but a new Cornell program offers just about everything else that wine lovers, restaurateurs, grape growers, store owners, and aspiring winemakers could want. The Cornell University Viticulture and Enology Experience (CUVEE), July 20–25, will feature Cornell faculty and Finger Lakes wine professionals teaching a comprehensive course intended to unlock the mysteries of grape growing and winemaking as well as enhance overall wine knowledge and appreciation. And it will, of course, include wine tastings. Enrollment is limited, so prospective participants are encouraged to register early. For more information, call 607-255-7259, e-mail culp@cornell.edu, or go to www.sce.cornell.edu/cuvee.



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Dr. Frank's Winery Donates Historic Book Collection to Cornell

Several Cornell libraries—the Frank A. Lee Library at the New York State Agricultural Experiment Station at Geneva in particular—are richer today thanks to a collection of books donated by the Dr. Konstantin Frank Vinifera Wine Cellars and the Frank family. “We are thrilled about, and very grateful for, this generous gift to the library and pleased with how it complements our enology and viticulture collection,” said Marty Schlabach, Lee Library director.

The collection comprises nineteenth- and twentieth-century titles on a wide variety of topics including horticulture, plant science, viticulture, enology, chemistry, nature, history, and literature. When Dr. Frank emigrated from Europe to the United States in 1951, he sacrificed many possessions to bring along his collection of books. The majority of the 132 titles will remain in Geneva; those that don't fit into the Lee Library collection will be offered to libraries on the Ithaca campus.

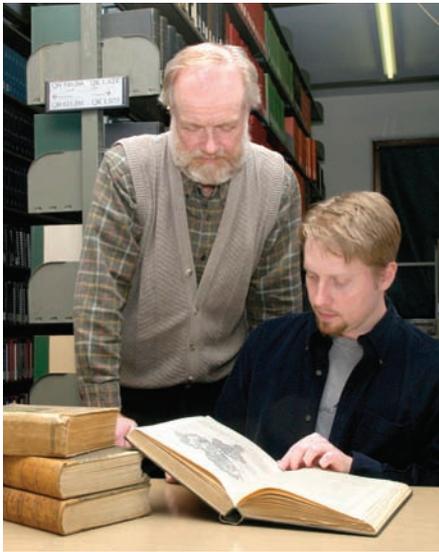
Of particular interest are a number of wine-appreciation titles inscribed by the authors to Dr. Frank. Also of note are French and Russian ampelographies that identify and classify grape vines and a multi-volume history of Russian horticulture.

The grape-growing and winemaking titles will contribute greatly to the Lee Library's already impressive holdings in those areas. The library's viticulture and enology collection, reputed to be the finest east of the Rocky Mountains, consists of more than 2,700 books and more than forty current subscriptions to periodicals from around the world. Together with the larger Cornell Library system, the

University's holdings in enology and viticulture exceed 7,000 titles.

The origin of the gift can be traced to May 2007 when Mike Fordon, a public services assistant at the Lee Library, along with Katherine Reagan and Evan Earle '02 from Cornell Library's Rare and Manuscript Collections, met with Kitty Oliver and Fred Frank '79 at Dr. Konstantin Frank Vinifera Wine Cellars in Hammondsport to discuss the possi-

PROVIDED



Marty Schlabach (left) and Mike Fordon of the Frank A. Lee Library in Geneva review books donated to Cornell by the Konstantin Frank family.

bility of a large book donation and conduct a survey of their winery records for the Eastern Wine and Grape Archive. Oliver does graphic arts and public relations at the winery; Fred Frank is Konstantin Frank's grandson and president of the winery.

"Once I had the collection at the library, I sorted them according to titles we already had and ones we didn't," Fordon said. "The titles we don't need will be donated to another library. The winery then approved the list of what we wanted, and we will begin cataloging them later this spring."

Fordon points out that while the collection contains many interesting and rare titles, perhaps its most significant aspect is what it tells us about Frank. "He was quite fond of underlining certain passages in his books—mostly those



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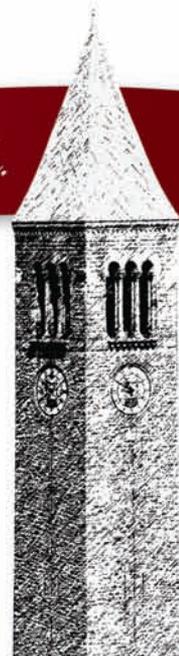
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that pointed out the number of hybrid grape varieties that were forbidden in Europe,” Fordon says. “He also seems to have used just about anything as a bookmark—money, letters, postcards, photos, hunting licenses, and so on. While processing the books, I removed a large quantity of this ephemera, which will be used in a display.”

Located on Keuka Lake a few miles north of Hammondsport, Dr. Frank’s has long been associated with the New York wine revolution. Dr. Frank helped to pioneer the successful introduction of the European *vitis vinifera* grapevines in the eastern United States, and for his contribution to the American wine industry he was inducted into the Wine Spectator Hall of Fame in 2001.

— Joe Ogrodnick

Adapted from an article published in the Station News of the New York State Agricultural Experiment Station in Geneva, New York, where JOE OGRONICK is supervisor of photographic services.



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Where in the World Are New York Wines?

Many New Yorkers know about the fine wines produced in their home state, but just how far does their popularity reach? Industry professionals agree that global demand for New York State wines is increasing, but simply not enough is being produced to maintain a strong export market. Even locally, many popular wines sell out each year. Thanks to vineyard expansion and a string of good growing seasons, however, the state's wineries should be able to increase production 20 to 50 percent over the next few years. But will that be enough to satisfy the thirst of the local, national, and international markets?

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New York State wines. The foundation provides import/export contacts and has established relationships with importers from the United Kingdom, France, Japan, Canada, and other countries. Vice President Susan Spence, who heads the export program, says that a strong overseas market is crucial to continued growth. "Our program provides knowledge and understanding of activities in the global wine trade," she says, noting that this is an investment in the future even though some wineries are not yet exporting their products. "It's better to have the knowledge and understanding, even if you don't currently utilize it," she says, "than wait till you need it and not have it."

Bob Wojnar, national sales manager at Dr. Konstantin Frank Vinifera Wine Cellars, confirms the potential of the export market. Located in Hammondsport on the west side of Keuka Lake, the winery is named after its founder, known as the "father of *vinifera*" in the eastern United States. It produces high-quality, mostly estate-grown wines from varieties of European grapes and also offers a "value line" named Salmon Run. Wojnar says that Dr. Frank's currently distributes its wines to more than thirty states, but has just begun shipping Dry Riesling to Canada, Chardonnay to Sweden, and a mixed offering to Japanese hotels and resorts. "Currently we export only 1 percent of our total production," he says, "but recent commitments should push it up to 2 percent."

At Hazlitt 1852 Vineyards in Hector, on the east side of Seneca Lake, Sales Manager J. B. Baldwin agrees that meeting demand is an ongoing problem. "It's a constant balancing act," says Baldwin, noting that Hazlitt must supply enough wine to satisfy its local accounts before trying to extend distribution nationally and internationally. Hazlitt has found a boom market for Red Cat, its self-proclaimed "Hot-Tub Wine," a semi-sweet, fruity beverage made from the native Red Catawba grape. Annual

sales have risen in the past few years to more than 130,000 cases, making it the best-selling New York wine. But Hazlitt can please serious oenophiles, too: its 2006 Homestead Reserve Riesling won a gold medal in the Grand Cru category at the Riesling du Monde International Riesling Competition in Strasbourg, France. "International acclaim is crucial to opening export avenues," says Baldwin. "The more New York wines are judged and accepted as world class, the better it is for the entire New York wine industry."

Not everybody, though, thinks that New York's wineries should aspire to conquering the international market. Dick Reno, owner of Chateau Lafayette Reneau in Hector, offers a cautionary note, saying the state's producers should focus first on their own backyard. "Through extended marketing and promotion, sales within New York would stabilize the local wine industry with a steady, consistent sales avenue," he says. "New York City alone, with its hospitality industry, could make a tremendous impact"—and, perhaps, show the way to global expansion. As Frank Sinatra reminded us, if you can make it there, you can make it anywhere.

— Karl Kernan

KARL KERNAN is the operations manager at Tripphammer Wines & Spirits in Ithaca. He has nearly twenty years of experience working with wines, starting in the hospitality industry and continuing in retail management.

Wine Pioneer

They said it couldn't be done—but Paul Deninno proved them wrong. Sullivan County, in the Catskill Mountains, was thought to be too cold for growing wine grapes. But thanks to a well-placed marsh and some Cornell-developed hybrid grapes, Deninno has become Sullivan County's first commercial winemaker.

Deninno, an information technology manager by day, got interested in

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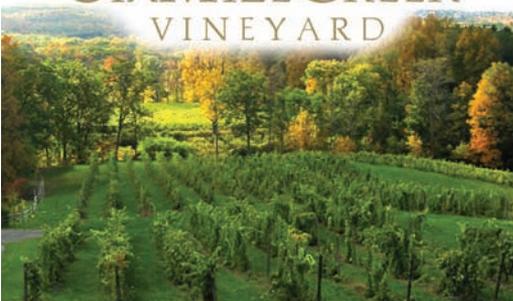
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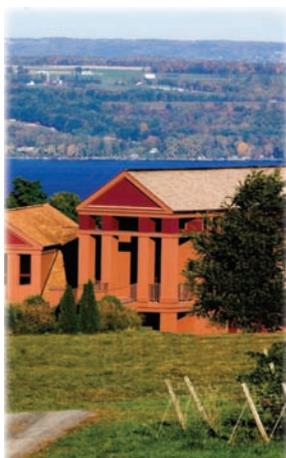
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the wine business five years ago during a trip to Napa Valley. Upon his return, he started attending Cornell seminars and learning the basics of viticulture and enology. And it turned out that his location—ten acres overlooking the Bashakill wetlands—had a microclimate suitable for growing wine grapes. But they needed to be the right grapes. He found those in Cayuga White and Noiret, two hardy varieties created by Cornell scientists.

Paying homage to the body of water that makes his winemaking possible, Deninno dubbed his operation Bashakill Vineyards. All of the grapes are grown organically, and Bashakill's current offering includes three red wines and two whites, including one made from Cayuga White grapes.

Being the sole employee keeps Deninno busy seven days a week, but it has its rewards. "The best part of the business," he says, "is getting to drink the product that you put your heart into." For more information, go to www.bashakillvineyards.com.

— Chelsea Theis



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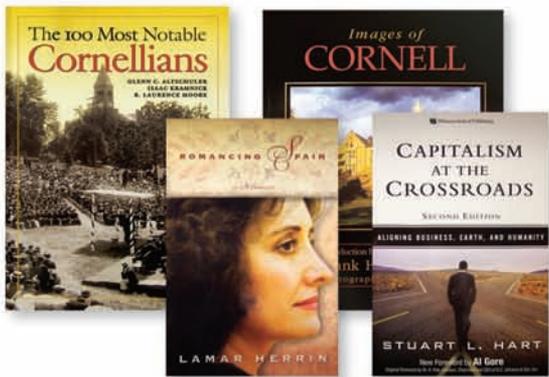
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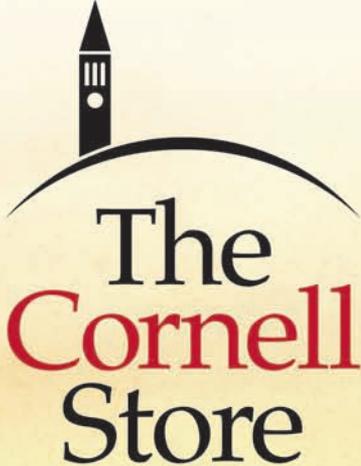


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