



FROGTOWN

Frogtown is one of the most Awarded East Coast wineries at major 2005 and 2006 California wine competitions.



FROGTOWN'S BIG RED RELEASE WEEKEND

* *Wine Tasting Release* *

On November 18th and 19th We are releasing our 2004 vintage Propaganda, Tannat, Kritzer Family Reserve Cabernet, Merlot, and our inaugural release of Shotgun (First Load) and 2005 MRV, a Marsanne, Roussanne, and Viognier blend.

* *Special Winetaster's Dinner* *
On Saturday November 18th we are hosting a five course dinner pairing all of the newly released wines.



SUNDAY BRUNCH

Every Sunday we host a Winetaster's Brunch, a four course Brunch, including wine pairings.

It is our pleasure to provide the wonderful voice and music of Judy Linn every weekend.

Frogtown's Lunch Bistro is open Saturday from 12 to 4

For additional information, please visit:

frogtownwine.com
or call 706.865.0687

FROGTOWN CELLARS Dahlonega, GA 30533

{Q&A}



The efforts of 29-year-old Jordan Fiorentini, Georgia's only professionally trained female winemaker, are gaining national attention. After earning a master's degree in enology and viticulture at the University of California at Davis and working at wineries in Napa Valley and Tuscany, Italy, Fiorentini returned to her home state to help launch Frogtown Cellars with her family. Her wines have won numerous medals, most recently at the 2006 wine competitions hosted by *the San Francisco Chronicle*, *the Dallas Morning News* and the Los Angeles County Fair. Wines are bottled under Frogtown Cellars, Thirteenth Colony and Talking Rock labels.

THE WINE REPORT recently spoke with Fiorentini about her goals for Georgia wines and the less glamorous aspects of winemaking.



JORDAN FIORENTINI

GEORGIA NATIVE BLAZES TRAILS AND WINS AWARDS

THE WINE REPORT: *What sparked your interest in winemaking?*

JORDAN FIORENTINI: After graduating from Dartmouth College, I was looking for something that would combine engineering and art. I remember my father asking my younger brother, "Why don't you study winemaking?" I said, "Why don't you ever say that to me? I'm so stressed out that I have to 'be somebody.'" He said, "Try it." I went to Napa for a harvest in 1999 and fell in love with it.

WR: *Why make wine in Georgia?*

JF: I thought of staying in California, but everything was tourist-related. Plus, I missed my family, and it's really expensive to live there. I went to Italy for a worldwide vision of wine, and I realized that I could make wine anywhere. My family had planted this vineyard, but there wasn't a winery. The idea to build one came up, and it grew. I'd met my husband in Italy; one reason to work with my family was that we'd both have jobs.

Georgia's way different from any other winemaking area. You can take winemaking processes anywhere, but what you do specifically with actual grapes has to do with the climate and soil in that certain place. Here we can be like pioneers.

WR: *What are some of the challenges of making wine in Georgia?*

JF: The reputation of Georgia wine. The

climate; every year is different. We can make wines that are pretty consistent from year to year, but the weather in other places is more consistent.

This year, knock on wood, everything has been just great, so we're looking forward to a really good harvest.

WR: *Is it a challenge to work with family?*

JF: My father has an easier time swinging back and forth (between business and family) than I do. We are very different in the way we think. He has ideas and knows that he can get them done, so he doesn't worry about the step-by-step. I worry about the step-by-step.

WR: *What are your goals as a winemaker?*

JF: The main goal is always to make the best wine possible, and every year, our standards get higher and higher. Put Georgia on the map. Keep it real.

WR: *People look at winemaking as a glamorous career. Is it?*

JF: It's glamorous in terms of people's perception and how they look at me. It's not very glamorous at all in the day-to-day aspects. My hands are always dirty. Winemaking is physical work. I do a lot of equipment maintenance. It's also chemistry and getting creative with blends. But most of it is physical labor—a lot of cleaning.