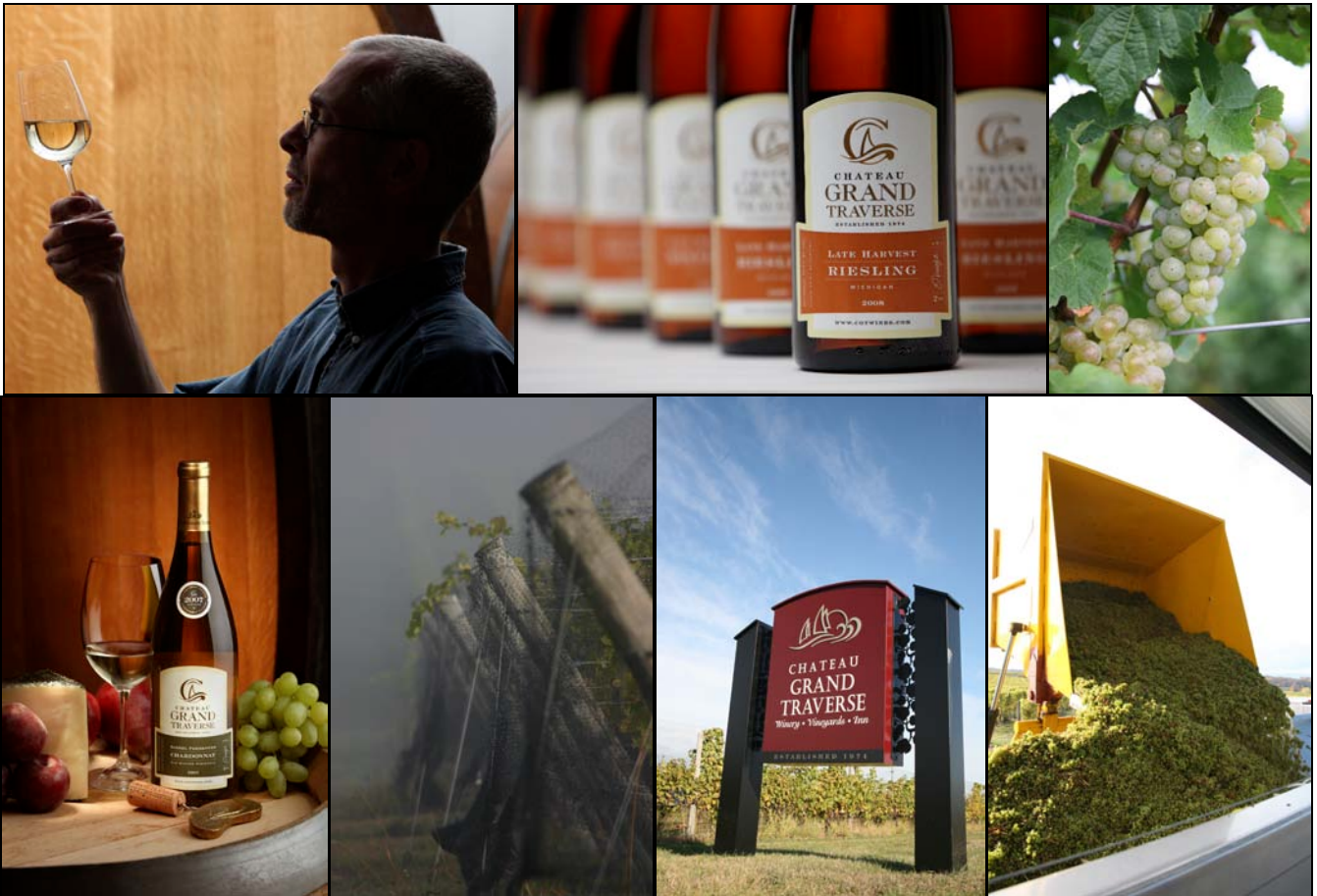




CHATEAU GRAND TRAVERSE

ESTABLISHED 1974



· 2010 · Winery Information

CHATEAU GRAND TRAVERSE • OLD MISSION PENINSULA, MICHIGAN • WWW.CGTWINES.COM

12239 CENTER ROAD, TRAVERSE CITY, MI 49686 USA • (231) 223.7355

EXCELLENCE. ON A GRAND SCALE.



Here, grand is all we know. For over 35 years we've been carefully growing and producing Michigan's finest wines on beautiful Old Mission Peninsula. With free winery tours and wine tasting, scenic views that are simply stunning, and our extensive line of award-winning wines, we invite you to experience Chateau Grand Traverse. Visit us, or ask for our wines at restaurants and stores throughout the state. As always, cheers.



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OLD MISSION PENINSULA

OPEN DAILY, YEAR ROUND | WINE TASTING & TOURS | 8 MILES NORTH OF TRAVERSE CITY



12239 CENTER ROAD (M37) | TRAVERSE CITY, MI 49686 | (231) 223.7355 | WWW.CGTWINES.COM

Tasting rooms:

Williamsburg: 4160 M72 East, Williamsburg (231) 938.2291 • Linebacks: 4990 Main St., Onkama (231) 889.0333



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– Quotes to Note –

"It doesn't surprise me at all that Chateau Grand Traverse wines should take a clean sweep of gold medals in LA with its Rieslings. Anyone who has tasted the previous vintages with mind and palate open for this grape will have discovered that this producer is right at the cutting edge of Riesling in North America. They are in the process of discovering how world-class wines can be produced on the Old Mission Peninsula in Northern Michigan."

— *Stuart Piggott, Noted Wine Writer and Riesling Wine Authority*

"All vintages of Chateau Grand Traverse Late Harvest Rieslings are world class to one degree or another, but it is more difficult to make a dry style of Riesling and Chateau Grand Traverse's Select Harvest and Whole Cluster Dry Rieslings are where the winery truly excels."

— *Tom Stevenson, British Wine Writer and Editor of Sotheby's Wine Encyclopedia*

"Perhaps the biggest discovery at the conference [2007 Riesling Rendezvous] for most attendees was the excellence of the Michigan wines-and that Chateau Grand Traverse produces about 65,000 cases."

— *Paul Franson, Wines & Vines*

"Speaking of Gewürztraminers, I found the Chateau Grand Traverse Gewurztraminer from Traverse City in northern Michigan to be a stunning wine that could have been from Alsace. Maybe, down the line, northern Michigan may become the new Alsace for Gewürztraminer."

— *George Starke, St. Helena Star, CA*

"This is great stuff. This is world-class wine."

— *Dan Berger, Noted Wine Author & Columnist*

"What a bargain. [2006 Late Harvest Riesling] This wine won gold medals at the Los Angeles and San Francisco international wine competitions, and it's just \$13 for a full bottle, and better than some half bottles for twice the price. (Trust me, it's a good thing)."

— *Cyrus Musiker, Reporter and Anchor at KQED Public Radio in San Francisco.*

"2007 Chateau Grand Traverse Dry Riesling: It doesn't get much better than this. Winemaking brothers Ed and Sean O'Keefe's brilliant clean, deep, and forceful wine shows why Michigan has become iconic for good Riesling. A great price."

— *Christopher Cook, Hour Magazine, Detroit*



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2008 HARVEST



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– Winery Overview –

The O'Keefe family has been producing world-class quality wines on Old Mission Peninsula since 1974. As the pioneers in growing vinifera grapes in northern Michigan, their mission is to create expressive, classic-style wines while incorporating sustainable growing practices in their 120 acres of estate vineyards plus 60 acres under contract. Chateau Grand Traverse continues to define the Michigan wine industry with their award-winning Riesling wines as well as many other styles.

Chateau Grand Traverse is owned and operated by the O'Keefe family (Ed and his two sons, Eddie and Sean). The winery operation is a unique blend of talents---as diverse as the characteristics of their internationally award-winning family of Riesling and other white wine varietals. In 2010, the Winery will produce some 95,000 cases of wine from 120 acres, while purchasing another 60 acres of grapes from other growers on Old Mission Peninsula. The winery produces three brands of products including Chateau Grand Traverse, Grand Traverse Select and Traverse Bay Winery. It is the second largest winery in Michigan and often noted as being the largest Riesling wine producer east of the Mississippi.

After 36 years of operation on Old Mission Peninsula and being the first commercial winery in the Grand Traverse Bay region, we view ourselves as a mature winery, a leader in premium wine production as well as distribution. As one of our fellow wineries put it, Chateau Grand Traverse is the “Mother Ship” of all the other northern Michigan wineries. It's a fact that in the wine industry, the original winery acts as an incubator for the region's newer and emerging wineries. Directly or indirectly, we've greatly influenced grape growing here. And to this day, we still produce wine for several of the region's wineries, while actively promoting all the wines from the area nationally and internationally.

CONTINUED...



The O'Keefe's: Eddie (l), Ed Sr. (c) and Sean (r).



With three O'Keefe's in the business, we have an unusual and highly complementary blend of skill sets and we're one of the few wineries in the region that's solely family-owned and operated.

Founder, Edward O'Keefe Jr. is our visionary, the one responsible for introducing European vinifera grapes to northern Michigan despite everyone from academics to industry insiders saying it couldn't be done. He's restless, aggressive, and always tugging us in new directions.

Eddie represents the business side. He's the one who loaded cases of wine in a van and made deliveries to downstate distributors to ensure cash flow and making payroll during the winery's lean years. He's responsible for our nationwide distribution and represents the wine industry on several national and international boards, as well as serving as our president.

Sean is involved in all aspects of the vineyards and oversees the intricacies involved in making great wines. He represents us at major wine tastings and shows throughout the world, and is frequently quoted by international wine writers. Fluent in German, the result of a college education there and apprentice program in viticulture, he's in regular contact with some of that country's great wine makers, some of whom were fellow students.

We all tend to pull in different directions, but as a result stay centered. All aspects of what can be a very complex business are covered.

In terms of quality products, marketing, pricing, image (domestically and abroad), we're the leader in Michigan Riesling and white wine production. We're a mature winery, the first commercial enterprise in this region, and we've worked hard to grow the industry, develop a nationwide distribution system, and establish a worldwide network of associates.

As far as the future, we'd like our father, Ed O'Keefe, to receive respect and recognition for his pioneering role in founding the region's commercial wine industry. In the 70's, and as a successful Detroit area businessman, he boldly moved his family to northern Michigan to embark on a business venture everyone told him couldn't be done. Today, his entrepreneurial efforts have turned into a highly successful regional wine-industry that is now internationally recognized for the quality of its wines.



Chateau Grand Traverse remains active in state, national and international issues that relate to the wine industry. As current Executive Board Members of Wine America and founding members of the newly formed International Riesling Foundation, our family works hard in representing the Michigan wine industry in both marketing and legislative concerns. We're proud that we were able to keep a profitable agriculture family business here on the Old Mission Peninsula. Our property is arguably some of the most beautiful land in the state, and it has retained its rural and agriculture-based characteristics while maintaining strong environmental practices. The northern Michigan wine industry started with Chateau Grand Traverse and will continue to grow with the second generation of O'Keefe's at the helm.



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**Old Mission Peninsula
— Vineyard Locations —**

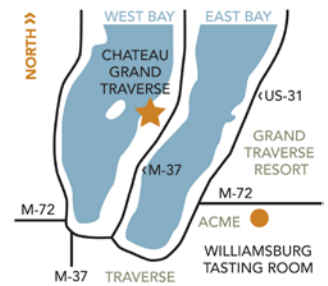
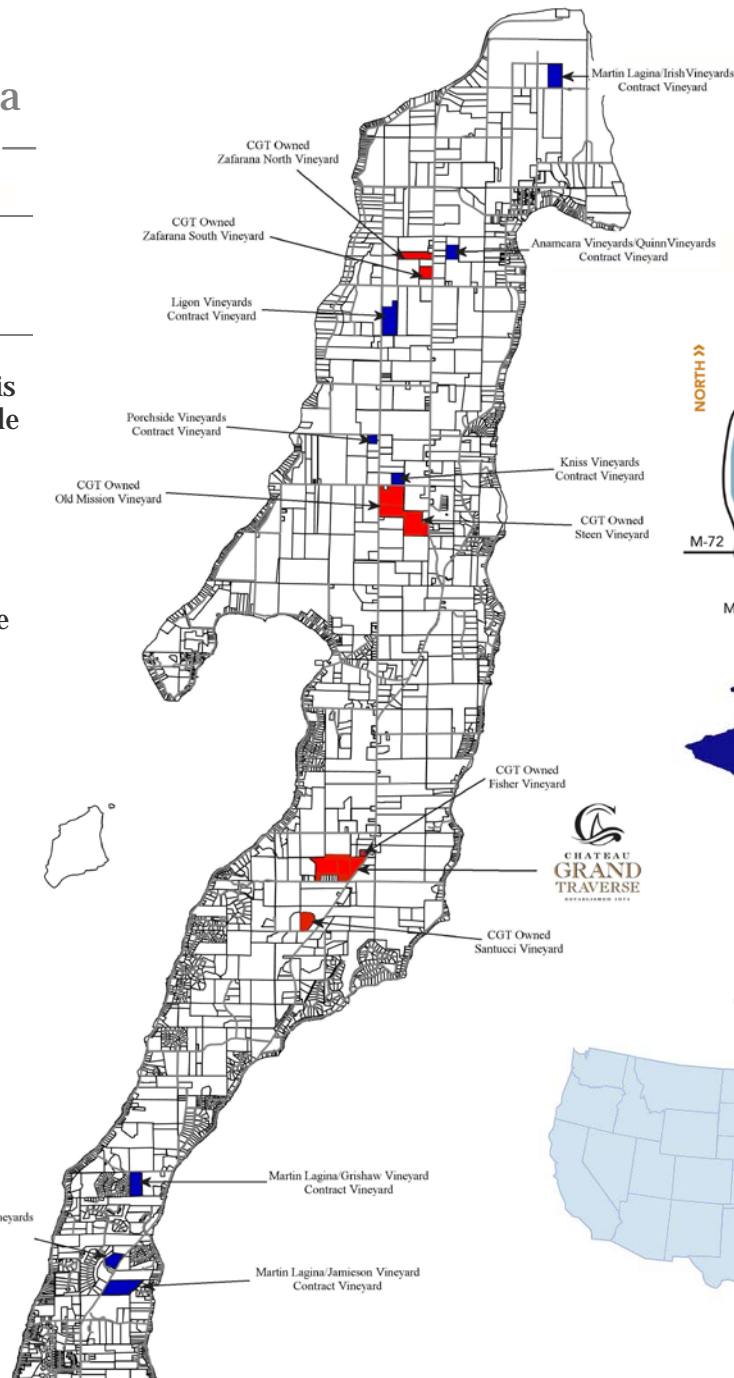
Winery Location:

Latitude: 44.864849 North

Longitude: 85.520303 West

Altitude: 682' Elevation

Chateau Grand Traverse (CGT) is located on the 45° North Latitude in the northwest corner of Michigan's Lower Peninsula. Situated on the highest point of the Old Mission Peninsula Viticultural Appellation, the region is greatly tempered by the deep waters of Lake Michigan's Grand Traverse Bay. The four seasons of the year reveal themselves in full splendor allowing each vintage crop to be regionally expressive. This geographically unique growing area has allowed the winery to grow European Vinifera varietal wines since 1974.





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– Recent Awards –

2010 AWARDS

International Wine & Spirits Competition, UK

“Best of Class Award” Silver

- SILVER** - 2008 Lot “49” Riesling
Bronze - 2008 Dry Riesling
Bronze - 2008 Whole Cluster Riesling

Riverside International Wine Competition, CA

“Chairman’s Award” Unanimous Gold

- GOLD** - 2007 Gamay Noir Reserve
Silver - 2008 Late Harvest Riesling
Silver - 2008 Ship of Fools
Bronze - 2008 Dry Riesling

Los Angeles International Wine Competition, CA

- GOLD** - 2008 Lot “49” Riesling “Best of Class”
Bronze - 2008 Whole Cluster Riesling
Bronze - 2008 Dry Riesling

Pacific Rim International Wine Competition, CA

- GOLD** - 2008 Dry Riesling
GOLD - 2008 Semidry Riesling
GOLD - 2008 Ship of Fools
Silver - 2008 Late Harvest Riesling
Silver - NV GTS Sweet Harvest Riesling

San Francisco International Wine Competition, CA

- GOLD** - GTS Sweet Harvest Riesling
Silver - 2008 Lot 49 Riesling
Silver - 2008 Pinot Grigio
Silver - 2008 Ship of Fools
Silver - GTS Semi-Dry Riesling
Bronze - 2008 Semi-Dry Riesling

Finger Lakes Intl. Wine Competition, NY

- Silver - 2008 Pinot Grigio
Silver - 2008 Whole Cluster Riesling
Bronze - 2007 Gamay Reserve
Bronze - 2008 Semidry Riesling
Bronze - 2008 Dry Riesling
Bronze - 2008 Ship of Fools

International Eastern Wine Competition, NY

- Silver - 2008 Dry Riesling
Silver - NV GTS Sweet Harvest Riesling
Bronze - 2007 Gamay Reserve
Bronze - 2008 Semidry Riesling
Bronze - NV GTS Semidry Riesling
Bronze - 2008 Whole Cluster Riesling
Bronze - 2008 Ship of Fools
Bronze - 2008 Pinot Grigio

San Francisco Chronicle Wine Competition, CA

- Silver - 2008 Late Harvest Riesling
Silver - NV GTS Semi-Dry Riesling
Silver - NV GTS Sweet Harvest Riesling
Silver - 2008 Ship of Fools
Silver - 2008 Dry Riesling
Silver - 2008 Semi-Dry Riesling
Silver - 2008 Pinot Grigio
Silver - 2008 Lot 49
Bronze - 2008 Whole Cluster Riesling

Tasters Guild Intl. Wine Judging, MI

- GOLD** - 2008 Barrel Fermented Chardonnay
GOLD - 2008 Pinot Grigio
GOLD - 2008 Ship of Fools
GOLD - NV GTS Sweet Harvest Riesling
Silver - 2008 Late Harvest Riesling
Silver - 2008 Semidry Riesling
Silver - 2008 Dry Riesling
Silver - 2006 Merlot
Silver - 2007 Gamay Reserve
Silver - 2008 Gamay Noir
Silver - NV GTS Sweet Traverse Red
Bronze - NV GTS Semidry Riesling
Bronze - 2007 Edelzwicker
Bronze - 2007 Silhouette

2009 AWARDS

San Francisco Chronicle Wine Competition, CA

- GOLD** - NV GTS Sweet Harvest Riesling
Silver - 2007 Pinot Noir Vin Gris
Silver - 2007 Ship of Fools
Bronze - NV GTS Semidry Riesling
Bronze - 2007 Semidry Riesling
Bronze - 2007 Whole Cluster Riesling
Bronze - 2007 Edelzwicker
Bronze - 2007 Botrytis Riesling

Finger Lakes Intl. Wine Competition, NY

- GOLD** - 2007 Botrytis Riesling
GOLD - 2007 Semidry Riesling
Silver - 2007 Gamay Ltd.
Bronze - 2007 Dry Riesling
Bronze - 2007 Edelzwicker
Bronze - 2007 Late Harvest Riesling
Bronze - 2007 Pinot Noir Vin Gris
Bronze - 2007 Ship of Fools

Riverside Intl. Wine Competition, CA

- GOLD** - 2007 Whole Cluster Riesling
Silver - 2007 Botrytis Riesling
Silver - 2007 Dry Riesling
Bronze - 2007 Gamay Ltd.
Bronze - 2007 Semidry Riesling

Tasters Guild Intl. Wine Judging, MI

- GOLD** - 2006 Silhouette
GOLD - 2007 Pinot Grigio
Silver - 2007 B.F. Chardonnay
Silver - 2006 Gamay Reserve
Silver - 2007 Botrytis Riesling
Bronze - 2007 Late Harvest Chardonnay
Bronze - 2007 Edelzwicker
Bronze - 2007 Gewurztraminer
Bronze - 2007 Dry Riesling
Bronze - 2007 Ship of Fools
Bronze - 2007 Pinot Noir Vin Gris

Great Lakes Wine Judging, MI

- Silver - 2006 Gamay Reserve
Silver - 2007 Gamay Limited Bottling
Silver - 2006 Silhouette
Silver - 2007 Semidry Riesling
Bronze - 2007 Botrytis Riesling
Bronze - 2007 Edelzwicker
Bronze - 2007 Late Harvest Chardonnay
Bronze - 2007 B.F. Chardonnay
Bronze - 2007 Pinot Grigio
Bronze - 2007 Dry Riesling

International Eastern Wine Competition, NY

- GOLD** - 2007 Dry Riesling
Silver - 2007 Semidry Riesling
Silver - 2007 Botrytis Riesling
Bronze - 2007 Gamay Limited
Bronze - 2007 Ship of Fools

Jefferson Cup Invitational Wine Competition, MO

- GOLD** - 2008 Dry Riesling
Silver - 2008 Whole Cluster Riesling
Silver - 2008 Riesling Lot 49
Silver - 2007 Botrytis Riesling

Los Angeles International Wine Competition, CA

- Silver - 2008 Late Harvest Riesling
Silver - 2007 Ship of Fools
Silver - NV GTS Sweet Harvest Riesling
Bronze - NV GTS Semi-Dry Riesling
Bronze - 2007 Botrytis Riesling

Michigan State Fair Wine & Spirits Competition

- GOLD** - 2008 Semidry Riesling
Silver - 2008 Late Harvest Riesling
Silver - 2008 Dry Riesling
Silver - 2008 Whole Cluster Riesling
Silver - 2007 Gamay Noir
Silver - 2006 Gamay Noir Reserve
Bronze - 2007 Barrel Fermented Chardonnay
Bronze - 2007 Edelzwicker
Bronze - Cherry Port

Long Beach Grand Cru Wine Competition, CA

- GOLD** - 2008 Late Harvest Riesling
Bronze - 2008 Whole Cluster Riesling

San Francisco Chronicle Wine Competition, CA

- Silver - 2006 Gamay Reserve
Silver - 2007 Edelzwicker
Silver - 2008 Late Harvest Riesling
Silver - 2008 Whole Cluster Riesling
Silver - 2007 Botrytis Riesling
Bronze - 2007 Ship of Fools

2008 AWARDS

Dallas Morning News Wine Competition, TX

Bronze - NV GTS Sweet Harvest Riesling

Finger Lakes Intl. Wine Competition, NY

GOLD - 2005 Riesling Ice Wine
Silver - 2006 Semidry Riesling
Silver - 2006 Pinot Grigio
Silver - NV GTS Semidry Riesling
Bronze - 2006 Edelszwicker

Great Lakes Wine Judging, MI

DOUBLE GOLD - 2005 Riesling Ice Wine
GOLD - 2007 Whole Cluster Riesling
Gold - 2005 Gamay Noir Reserve
Silver - 2005 Barrel Fermented Chardonnay
Silver - 2006 Late Harvest Chardonnay
Silver - 2006 Gamay Noir Limited Bottling
Silver - 2004 Merlot Reserve
Bronze - 2007 Late Harvest Riesling
Bronze - 2006 Edelszwicker

Jefferson Cup Invitational Wine Competition, MO

Silver - 2007 Whole Cluster Riesling

San Francisco International Wine Competition, CA

Silver - NV GTS Semidry Riesling
Bronze - 2007 Whole Cluster Riesling
Bronze - 2007 Dry Riesling
Bronze - 2006 Pinot Grigio
Bronze - 2006 Late Harvest Chardonnay
Bronze - NV GTS Sweet Harvest Riesling

International Eastern Wine Competition, NY

DOUBLE GOLD - 2005 Riesling Ice Wine
Silver - 2005 Gamay Noir Reserve
Silver - 2007 Whole Cluster Riesling
Silver - 2006 Ship of Fools
Bronze - 2007 Late Harvest Riesling
Bronze - 2006 Edelszwicker
Bronze - 2007 Semidry Riesling
Bronze - 2006 Gamay Noir Limited
Bronze - 2007 Dry Riesling
Bronze - 2006 Pinot Grigio

Long Beach Grand Cru Wine Competition, CA

Silver - 2007 Semidry Riesling
Silver - 2007 Late Harvest Riesling
Silver - 2007 Whole Cluster Riesling
Bronze - 2007 Dry Riesling

Los Angeles International Wine Competition, CA

GOLD - 2007 Dry Riesling
Silver - 2007 Semidry Riesling
Silver - 2007 Late Harvest Riesling
Bronze - 2006 Ship of Fools
Bronze - NV GTS Semidry Riesling
Bronze - NV GTS Sweet Harvest Riesling

Michigan Wine & Spirits Competition, MI

Silver - 2007 Whole Cluster Riesling
Silver - 2007 Dry Riesling
Silver - 2007 Ship of Fools
Silver - 2005 Gamay Noir Reserve
Silver - 2005 Silhouette
Bronze - 2007 Pinot Noir Vin Gris
Bronze - 2007 Late Harvest Riesling

Pacific Rim International Wine Competition, CA

Silver - 2006 Edelszwicker
Silver - 2006 Dry Riesling
Bronze - 2006 Pinot Grigio
Bronze - NV GTS Sweet Harvest Riesling

Riverside International Wine Competition, CA

Bronze - 2007 Late Harvest Riesling

San Francisco Chronicle Wine Competition, CA

GOLD - 2006 Pinot Grigio
GOLD - NV GTS Semidry Riesling
GOLD - NV GTS Sweet Harvest Riesling
Silver - 2006 Edelszwicker
Bronze - 2006 Ship of Fools

Tasters Guild International Wine Judging, MI

GOLD - 2006 Edelszwicker
GOLD - NV GTS Sweet Harvest Riesling
Silver - 2006 Ship of Fools
Silver - 2006 Late Harvest Chardonnay
Silver - 2007 Whole Cluster Riesling
Silver - NV GTS Semidry Riesling
Silver - 2005 Gamay Noir Reserve
Silver - 2006 Gamay Noir Limited Bottling
Bronze - 2007 Late Harvest Riesling
Bronze - 2007 Semidry Riesling
Bronze - 2007 Dry Riesling



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