



WINERY OVERVIEW

A name steeped in tradition, **Manischewitz** is a traditional favorite in the Kosher wine category. From the crushing of the grapes to the final bottling, the Manischewitz commitment is reflected in every step of the Manischewitz wine production. Along the way, the Union of Orthodox Jewish Congregations of America supervises every aspect to certify that Manischewitz wines are 100% kosher, and that respected designation honors each and every bottle.

KEY SELLING POINTS

1. The #1 kosher wine brand in the U.S.¹
2. Available in kosher for Passover (during the Passover holiday selling season).
3. Consumers say that the strong heritage and tradition of Manischewitz make it an integral part of Jewish holiday celebrations!²

¹IRI Multi Outlet + Convenience, L52 wks ending 2/23/14

²Insights in Marketing Qualitative Consumer Research, September 2006

WINE STYLE

Sweet, concord grape taste in a range of fruit flavors.

ADDITIONAL BRAND INFORMATION

- The Union of Orthodox Jewish Congregations of America certifies Manischewitz wines.
- This is the largest, oldest, and best-known kosher supervisory agency in the world.
- You can identify products certified by this organization by looking for the following symbols:
 (U): Kosher
 (UP): Kosher for Passover

All Manischewitz wines are certified kosher. Manischewitz also produces some varieties that are kosher for Passover. Passover Requirements:

- Kosher for Passover wines are produced using real cane sugar, instead of corn syrup.
- Kosher for Passover items are produced four months prior to the holiday.
- All wines, except Elderberry and Cream Peach are offered as kosher for Passover items.

See the chart for a listing of varietals, sizes, and kosher certification. *(See back for details)*

WINEMAKER INFORMATION

Joyce Magin began her career in the wine industry as a lab technician at Widmer Wine Cellars, working her way up to the position of winemaker over the course of more than 20 years with the company. Upon the consolidation of East Coast production, she joined the team of winemakers in Canandaigua, and now oversees the production of Manischewitz and bulk contract wines, totaling over 4,000,000 gallons.

Raised near the Finger Lakes region of western New York, Joyce's interest in wine was sparked by her parents' own winemaking experiences at home. Although her college degree was in an unrelated discipline, her interests led her to relocate back to the Finger Lakes area, find employment at Widmer's, and continue her education through the enology program at UC Davis.

Joyce strives to produce approachable wines of the highest quality for the enjoyment of her customers, drawing excitement from being a small part of the age-old craft of making wine.



KOSHER, KOSHER FOR PASSOVER

