

Lake Effect Winery News Release

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Lake Effect Winery opens new tasting room near The Lakes Mall in time for the holiday season

Features wine tasting, Michigan jams and wide variety of assorted wine gifts

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MUSKEGON – Now that the holiday season is here, Lake Effect Winery is the answer for your shopping troubles. The lakeshore's favorite fruit winery is opening a new tasting room and gift shop near The Lakes Mall in Muskegon just in time for the holidays, Winemaker and Owner Donald Stolarz said today.

"This tasting room has so much to offer," Stolarz said. "It's such a festive time of year, and a wonderful opportunity for people to stop in to purchase our unique wines and assorted gifts for their family and friends, or even a treat for themselves."

The tasting room and gift shop is now open at 5506 Harvey St. near Subway. Wine tasting and sales will begin on December 9.

The tasting room and gift shop will feature tastings of Lake Effect's nine semi-sweet and semi-dry wines that include Cherry, Black Currant, Black & Blue, Marrionberry and Aronia Blue. The store also has a wide variety of holiday and everyday gifts like cork cages, cheese and serving trays, cutting boards, wine racks, ornaments, wine aerators and bottle stoppers. Gift baskets and gift cards are also available for purchase.

"We have something for everyone on your Christmas list," said Cecilia Stolarz, tasting room manager. "We know you won't be disappointed."

Lake Effect Winery continued its tradition of supporting other Michigan businesses, including the Blueberry Store in South Haven. Products from the Blueberry Store – preserves, blueberry beef jerky, mustards and chocolate covered blueberries – can be purchased at the tasting room. The tasting room will eventually carry Michigan cheeses and popcorn.

"So many people, including Michigan farmers and business owners, are still struggling due to the state's economic climate. That's why Lake Effect Winery is committed to highlighting the fruits and other foods our great state has to offer," Stolarz said. "I am proud to be from Michigan."

Steve Paul, a Michigan blueberry farmer, agreed.

"I'm happy to see Michigan products on the shelves of Lake Effect Winery's tasting room," said Paul, a managing partner of Paul-Nelson Blueberries LLC in Fruitport. "Not only does Lake Effect Winery feature delicious preserves, their wines are made from fresh Michigan fruits."

Lake Effect Winery does not make ordinary fruit wines. Lake Effect makes extraordinary wines using premium Michigan fruits and berries to produce delicious wines that boast unique flavors. Lake Effect does not add any sulfites during the wine-making process.

Lake Effect Winery offers a variety of semi-sweet and semi-dry fruit wines that satisfy the novice and perfected palettes.

“I love it. I haven’t found a wine from Lake Effect that I don’t like,” said Andrea Schug, a Comstock Park resident who already stopped by the new tasting room and gift shop. “The new store looks great and has so many nice gifts that you can’t find anywhere else. I was able to cross so many names off my Christmas list.”

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