



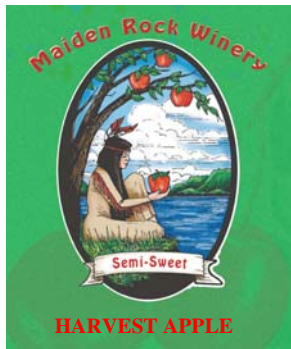
COUNTRY APPLE

Maiden Rock Apples
Tasty Experiences with
Country Charm

Volume IV, Issue I
May 2007

Winery in the Works!

Maiden Rock Apples is completing the steps required to successfully produce and market apple wines and (hard) ciders.



Test marketing includes Harvest Apple, a natural semi-sweet apple table wine — currently available through The Good Apple.

Juice pressed from apples produced by Maiden Rock Apples will be the major ingredient, comprising well over half of the total ingredients in the apple wines and ciders to be produced and marketed. Other wines produced will use apple juice as the base but include juice from berries, notably blueberries, grapes, and cranberries

that are locally produced. We take pride in our products being *flavored by Wisconsin*. This is more than a theme; it is central to our business model. The honey, blueberries and grapes we plan to use are grown within seven miles of the orchard. The growers of these products have expressed enthusiasm to sell their products to us for use in our wines and ciders. Grapes and possibly cranberries will be used to make apple-blended wines. Honey would be added to cider at fermentation to produce Cyser. Even in these apple-blended wines and Cyser, however, the predominant ingredient will still be juice from our apples.

Product Availability: The Good Apple currently offers an impressive selection of Wisconsin wines, Including Maiden Rock Winery Harvest Apple Wine

Projected Date for Winery Tours:
Fall 2007

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Special points of interest:

- **June 2** — First Barn Dance of 2007
Sat., 7-10pm
- **June 2-3** — Dakota Homecoming Powwow
- **June 16-17** — Maiden Rock Summerfest
Sat., 7-10pm
- **July 7** — Barn Dance, 7-10 pm
- **July 21** — Stockholm Art Fair
- **August 4** — Barn Dance, Sat, 7—10 p.m.

The Good Apple is Even Better Than Good!

The Good Apple—our retail store—is now beginning its 8th year in Stockholm! Begun with the primary goal of marketing the orchard and apples, it has "...taken on a life of its own".

Relocating to larger space in the spring of 2004 gave us the opportunity to increase the number of Wisconsin wines and foods we feature. Currently there are wines from ten of the many Wisconsin wineries and a variety of food products made in the state including: cheese, apple brats, our own line of preserves and condiments, cranberry items, and mixes to use with your apples. Another Wisconsin specialty—beer—is also available and with four different micro breweries represented. Additional drinks and foods will arrive as we can fit them in.

Stockholm is also growing and developing with new lodging and stores. There is a real vibrancy in the village and we know you will want to include a walk or ride on one of the free blue bikes in the village when you shop The Good Apple!





Special Events at The Orchard



“What a great place to have a party! The music and dancing was fabulous — I couldn’t believe you could get that kind of sound in a barn!!!” —

In addition to tours for school and church groups, Maiden Rock Apples is also the ideal venue for many special events. From weddings to car clubs, to reunions, and receptions, many have enjoyed the country setting

and adaptability of the facilities and staff to meet their unique needs.

While Maiden Rock Apples opens for the Fall Apple Season on Labor Day weekend, we are open year-round for special events.



Maiden Rock Apples Produces Award-winning Cider

The Wisconsin Apple Growers Association sponsored its 2007 Wisconsin Apple Cider Contest, held in conjunction with the Wisconsin Fresh Fruit & Vegetable Conference in Oconomowoc in January. Vern and Ann Gasch, Heritage Orchard, located near Chilton, produced the No.1 overall rated cider at this year's contest, thus winning for the second year in row. Second place went to Herdie Baisden and Carol Wiersma of Maiden Rock Apples in Stockholm, and this was their first time to participate in the contest. Their unpasteurized cider contains no preservatives, and includes Senshu apples

blended with several aromatic and sharp varieties grown at their orchard. Baisden says that they are already planning now for the next contest in 2008.



Spring at Maiden Rock Apples

Spring came early this year — at least two weeks ahead of last year! And it moved quickly; we brought in the bees, and within two weeks, all of the blossoms were gone! Petal Fall and the two-three weeks afterwards are critical times in the orchard, as this is when fruit is set. It is also during this narrow window that thinning of fruit must occur, in order to increase fruit size and quality and to initiate bud development for return bloom next year.

Spring this year was relatively dry. This reduced the development of scab and other fungi that will quickly grow on some varieties of apples, if given the chance.

Spring is not just about bees, blossoms, and buds. This is also the time that a hoard of non-beneficial apple-loving insects descend upon the orchard! Our job — to evict them as quickly and safely as possible.



Calendar of Coming Attractions

Dates	Events	Description	Location
June 2	Barn Dance & Barbecue	Rush River Ramblers, with caller Shawn Glidden	Maiden Rock Apples
June 2-3	Powwow	4th Annual Great Dakota Gathering & Homecoming	Winona
June 16-17	Community Celebration	Maiden Rock Summerfest	Maiden Rock , WI
July 7	Barn Dance & Barbecue	Kettle Creek and caller Sue Hulsether	Maiden Rock Apples
July 7	Parade	Community Celebration & Lighted Boat Parade	Pepin, WI
July 21	Art Fair	Stockholm Art Fair	Stockholm, WI
August 4	Barn Dance & Barbecue	Rush River Ramblers, with caller Shawn Glidden	Maiden Rock Apples
Aug 20 – 26	Zestar! Apples	Sweet, crisp & juicy. Excellent, distinctive taste	Maiden Rock Apples
Sept 1	Barn Dance & Barbecue	Mill City Serenaders, with Tim Jenkins calling	Maiden Rock Apples
Sept 2	Music, Art	Alma Music & Art Festival	Alma, WI
Sept 2	Tomato Tasting	6th Annual Maiden Rock Tomato Tasting	Maiden Rock Apples
Sept 8-9	Heritage Festival	Laura Ingalls Wilder Days	Pepin, WI
Sept 15	Walk / Run	Nature Walk / Run for Life	Maiden Rock Apples
Sept 20 – 28	Honeycrisp Apples	Sweet honeyed aromatic flavor; exceptionally crisp-textured, juicy	Maiden Rock Apples
Sept 22	Food, Wine, Cider Tasting	Food, Wine, & Cider festival	Maiden Rock Apples
Sept 30 – Oct 8	Haralson Apples	Tart, creamy, white, firm, crisp-textured; juicy, mild, distinctive	Maiden Rock Apples
Oct 5-6	Art	Fresh Art Fall Tour	Pepin, Stockholm, Maiden Rock, WI
Oct 13	Contest	Pumpkin Painting & Carving Contest	Maiden Rock Apples
Oct 20	Halloween Fun	Haunted Hayride & Corn Maze	Maiden Rock Apples
Nov 23	Community Celebration	Holiday Stroll	Red Wing, MN
Dec 1-2	Community Celebration	Stockholm Country Christmas	Stockholm, WI





Maiden Rock Apples
Tasty Experiences with
Country Charm

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Stockholm, WI 54769

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Days / Hours of Operation:

Wed - Sun,
10 am - 6 pm, Labor Day weekend -
1st weekend in December

Driving Directions:

From Hwy 35 (Great River Road) south of Maiden Rock, take AA and follow the paved road to King Lane. From Hwy 35 in Stockholm, take J (Spring St) to E; left uphill to King Lane

Shop The Good Apple
year-round for apples and
other products.
Visit www.the-goodapple.com

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Red Wing, MN

Barn Dancing and BBQ at the Orchard!

Dates: June 2, July 7, August 4, & September 1
Times: 7 — 10 p.m. [food available at 6:00]
Cost: Adults \$5.00,
Children under 12 \$2.50
Location: Maiden Rock Apples
W12266 King Lane
Stockholm, WI 54769
www.maidenrockapples.com



Grab a partner, come alone, or bring the

whole family to what you will find to be one of your most exhilarating experiences! The first Saturday of June, July, August, and September, Maiden Rock Apples again hosts barn dances, led by a caller and accompanied by a string band playing traditional old time dance music. Of course, these barn dances are held in the barn!

It's the beaming smile on the faces of folks as they step through the various dances that let's you know that they are really having a great time! For many, this is their first experience of this type of dancing. One of the unique features is that these dances cut across generations and backgrounds; so, younger and older folks, adults and children, rural and city-folks alike can all enjoy themselves together.

Delicious barbecue beef and pork sandwiches as well as other treats are available for purchase or bring a picnic and sit midst the apple trees!



Rush River Ramblers play for the June and August Barn Dances.

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