

Media Contact: Beth L. Anderson
Tedeschi Vineyards, Ltd.
Phone: (808) 878-1266/ Fax: (808) 876-0127
Email: beth@mauiwine.com

Access the Maui's Winery press kit at www.mauiwine.com. Images available upon request.

A History of 'Ulupalakua Ranch & Maui's Winery

'ULUPALAKUA, Maui, HI(2006)—The legacy of the 20,000-acre 'Ulupalakua Ranch can be seen and felt in the fertile, volcanic soil that transformed this area into prolific farmlands supplying the islands and beyond. Four generations of families have lived and worked these bountiful sloping lands. Here the Hawaiian cowboys (*paniolo*) perfected their trade as serious cattlemen before their American counterparts.

'Ulupalakua is most often translated as "breadfruit ripened on the back." Legend has it that an ancient Hawaiian chief would send his messengers to Hana for breadfruit or '*ulu*. By the time they returned from their long journey on foot, the precious cargo would have ripened.

Tracing its first roots to the famed Hawaiian sugar industry, some 2,000 acres of 'Ulupalakua were leased by King Kamehameha III to an American businessman, L. L. Torbert, for the purpose of growing and processing sugar cane in 1845.

In 1856, a Scottish sea captain, James Makee, came to Maui to convalesce after an accident at sea. There, he fell in love with the island and purchased the "Torbert Plantation at Honua'ula," which included the land, sugar mill, buildings, implements, and livestock.

The visionary captain sent for his family in Massachusetts and named his new home "Rose Ranch" after his wife Catherine's favorite flower, Maui's Lokelani Rose. The ranch quickly became one of Maui's showplaces, famed for its hospitality as well as its agricultural productivity – attributes which are very much in evidence to this day.

In 1874, King Kalakaua and his Queen Kapi'olani visited and became enthralled with Rose Ranch. The King became so frequent a visitor that a cottage was built for him on the property, now known formally as the King's Cottage. Dubbed for good reason as Hawai'i's "Merrie Monarch," the King hosted ebullient poker games and lavish parties flowing with champagne.

– more –

A History of ‘Ulupalakua Ranch & Maui’s Winery
Page 2

After the death of Captain Makee in 1879, the last sugar crop was processed at ‘Ulupalakua Mill and the area evolved into a working cattle ranch (continuing to present times) – and reverted back to its original name, ‘Ulupalakua Ranch. C. Pardee Erdman, Jr. purchased the property in the 1960s and still serves as the patriarch of the company, while his son, Sumner has assumed duties as the ranch president.

In 1974, Erdman was approached by Emil Tedeschi, a Californian whose vision was to make wine in Hawaii. As a lover of wine and proponent of agriculture, Erdman was convinced to collaborate on a project with Tedeschi and leased him a few acres to build and manage a winery on the property. Tedeschi’s concept – to establish a vineyard on a tropical island on the slopes of a dormant volcano to ultimately produce a serious sparkling wine – was startling and bold.

While waiting for the grapes to mature, Tedeschi decided to develop a sparkling wine made from the plentiful pineapples on Maui. A scant amount of this wine was produced, but the public response to the wine was so positive that it was decided to pursue the endeavor of making a still pineapple wine.

By stroke of good fortune, renowned enologist Dimitri Tchelistcheff, was living in close proximity; he was immediately enlisted to help develop the now-famous *Maui Blanc*, introduced in 1977. It became an instant hit with both locals and visitors who loved its fruity flavor and obvious value as a unique Maui gift.

Initially, the Carnelian grape was chosen for its hardy diversity, as it has been able to produce a sparkling white, a rosé and a red. The use of this one grape allowed Tedeschi to create a variety of wines, including award-winning sparkling wines. The Maui Brut, Blanc de Noir, released in 1984, for example, received national recognition when it was served at the inauguration of President Reagan. Today, Tedeschi Vineyards, now referred to as Maui’s Winery, is the only winery in Hawai‘i that produces sparkling wines.

In 1990, Paula Hegele was subsequently hired to assist Erdman who had since assumed the presidency of the winery. In 1992, she was named as general manager of the winery and in 1995, president. She brings the energy, vision and inspiration to the company that is directing its road to the future.

Now entering its fourth decade of wine making, Maui’s Winery boasts annual production of 30,000 cases. Its diverse array of products include grape, pineapple and dessert wines which are sold in virtually all major retail outlets in Hawai‘i and are exported to the U.S. mainland and abroad.

Established in 1974, Maui’s Winery is located at the scenic ‘Ulupalakua Ranch on the slopes of Haleakalā Maui. Maui’s Winery offers a wide selection of locally made wines, which are available for tasting and purchase on the grounds where King Kalakaua’s historic guest cottage is located. Reminiscent of the King’s love for parties and entertaining, Maui’s Winery often hosts picnics and special events, and has become a popular destination for visitors exploring Upcountry Maui. For more information on tours and the winery, call (808) 878-1266, or visit the website at www.mauiwine.com.