

Volume 15
Number 11

©Vinesse Wine Club 2007
SKU 10640

The Grapevine

THE OFFICIAL NEWSLETTER FOR VINESSE WINE CLUB MEMBERS



MARTIN'S JOURNAL

When Arnold Schwarzenegger was elected Governor of California, some figured he wouldn't be spending much time in the capital city of Sacramento.

But "Arnold" has embraced the Northern California community, and Sacramento's proximity to "wine country" likely contributed to his decision to proclaim September as "California Wine Month."

But let's not forget that Sacramento itself is home to an emerging wine scene. Numerous restaurants have developed impressive wine lists, including my personal favorite, Mulvaney's Building and Loan, where much of the cuisine is local — from the produce to the vino.

Plus, if you drive south, east or west from Sacramento, you're heading toward wineries. The city is basically surrounded by vineyards.

And if anyone knows what to do when he's surrounded, it's the Governor: Start popping corks!

Martin Stewart Jr.

Sipping, Nibbling & Spitting Your Way Through a Tasting Room

By Robert Johnson

Until we get that law passed that allows people to buy their wine only from Vinesse, we know you're probably going to stop by a winery (or two or three) when the occasion arises.

So, to help you get the most out of the touring-and-tasting experience, we offer the following 10 tips...

- 1. Select a designated driver.** D.U.I. laws are so restrictive in many states that even one tasting room visit could put one's blood alcohol over the legal limit. Reward the designated driver with a bottle (or two or three) to enjoy at home.
- 2. Don't use cologne, perfume, scented soap or anything else with a strong scent.** You want to be able to savor the aroma of the wine in the glass... and so do the other tasting room visitors.
- 3. Take your time.** The goal is not to see how many wineries you can visit, but to discover two or three special bottles that you've never had before.
- 4. Spit.** After swirling a sip of

wine in your mouth, it's perfectly acceptable to spit it out — that's what the buckets on the tasting bar are for. If you're self-conscious about spitting, just take very small sips and pour any unused wine into the bucket. You won't insult the winemaker; he or she doesn't want you to get drunk, either.

5. Some wineries offer complimentary nibbles. Eat them. Or eat before you hit the road. Food helps to metabolize alcohol.

6. Take notes. Especially if you're going to be tasting a lot of wines, this will help you remember what you like.

7. Ask questions. (And listen to the answers.) You'll learn a lot.

8. If the winery offers a tour, take it. You'll learn about the wine-making process and what makes that winery special.

9. Ask if there are any "special bottles" behind the counter. You just may get to taste something normally reserved for regular customers or fans of the winery.

10. Have fun. This isn't rocket science. Don't be so focused on being a "wine geek" that you don't get as much enjoyment out of the experience as you could... or should.

Robert Johnson can be reached at Robert@vinesse.com.



OUR MISSION:

To uncover and bring you wine gems from around the world, which you're not likely to discover on your own, and which enhance your wine enjoyment.

YOUR GRAPEVINE TEAM:

Intrepid Wine Enthusiast, Chief Taster and Winehound:

Martin Stewart

Chief Operating Officer (aka "The Buck Stops Here"):

Lawrence D. Dutra

Editor:

Robert Johnson

Wine Steward:

Katie Montgomery

The Grapevine is published by Vinesse, 822 Hampshire Road, Suite E, Westlake Village, CA 91361; 1-800-823-5527. Copyright by Vinesse, LLC. Printed in USA.

No responsibility is assumed for loss or damage to unsolicited materials.

CHARTER MEMBER BENEFITS:

-  *The Grapevine* Newsletter
-  Premium wine selections at members-only prices
-  Wine tasting as a participant on VINESSE's Gold Medal Award Panel
-  Free subscription to VINESSE's Cyber Circle Community
-  Members-only savings, including *Food & Wine* subscriptions, dining out, gourmet food and tickets to the hottest events
-  Random giveaways of wine and accessories
-  Wine Finders Reward — identify a future wine selection and earn a reward
-  Perfectly matched recipes for featured wine selections



I wasn't great in math during my school days, but as an adult I've developed a love for statistics.

In fact, did you know that 78.9 percent of all statistics are made up on the spot? (Sorry — heard that joke the other day and just couldn't resist using it here.)

Actually, statistics come in very handy in my job as the wine steward for the clubs of Vinesse. Specifically, wine sales figures. By tracking sales activity and trends around the world, we can identify areas where opportunities may exist to secure certain types of wine.

Likewise, statistics can help us plan for the future — both short-term and long-term — as they pinpoint under-served or over-served markets, holes in the distribution lines, the popularity of certain wine varieties and so on.

Let me share some recently released statistics with you, as well as what I think they could mean for club members like you.

The Commerce Department reports that U.S. wine exports (mostly from California, since that state produces a vast majority of America's wine) increased by 30 percent in value and 4 percent in volume from 2005 to 2006.

That's great news for America's

wineries, because the value percentage is directly connected to the bottom line. Without draining the supply line, they were able to realize a return on investment that all businesses (with the possible exception of Google) would envy.

But what if those figures were reversed? What if the volume of exported wine had increased by 30 percent, but its value had gone up by only 4 percent?

True, any increase in value is a good thing, but when it takes massive volume to realize a modest increase, it can stress the supply line and result in higher prices for everyone — including us here in the States.

It's all about supply and demand. If the demand for a product exceeds the supply, its price will go up. That's why the makers of America's so-called "cult wines" can command prices that I consider obscene.

The 2006 export statistics are particularly impressive because many countries levy tariffs on imports that can run two-and-a-half times the U.S. rate.

Looking ahead, the big elephant in the room, as it is in so many industries, is China. Slowly but surely, that giant market is opening its

doors to "luxury products" such as wine.

Once an avid wine-drinking population is established in the world's most populous country, America won't be the only wine-producing nation eyeing it with covetous intentions.

The result could be higher profits for the wineries, but also higher prices for all of us. Whether those price hikes will be felt mainly among value-priced wines or across the price spectrum remains to be seen.

One thing is for sure: Winemakers, distributors and exporters will be watching the statistics very closely.





WINE A TO Z

Inniskillen. A winery in Canada's Ontario province known, in particular, for its icewines.

Jammy. Description of a berry-like quality in some wines. Used most often in describing California Zinfandel.

Kistler. A winery in California's Sonoma County, best known for its Chardonnay.

Length. Word used in assessing how long a wine's flavor remains in the mouth after it has been swallowed. When the flavor remains for several seconds, the wine is said to have a "long finish," or "good length."

Musty. An aromatic impression in some wines — similar to mildew or wet cardboard — indicating that the bottle may not have been properly stored, or that the cork was faulty, allowing air to get into the bottle.

Nouveau. A French term for a wine that is bottled very soon after harvest and fermentation. Typically very fruity.

APPELLATION SHOWCASE

LAKE MICHIGAN SHORE

In Michigan, it's known as "the other west coast." And it's home to more than 10,000 acres of wine-grapes.

This expanse of land runs roughly from New Buffalo in the south to Saugatuck in the north, and as far east as Paw Paw. Its western border is Lake Michigan.

Because the area shares a common climate and light, beach-like soils, it has been made an official American Viticultural Area. The AVA's name is Lake Michigan Shore.

Cabernet Franc, a minor blending grape in Bordeaux and California, is among the region's star varieties. In fact, several vintners point to it as

their signature wine.

Lake Michigan Shore also is home to some stunning renditions of Gewurztraminer, Riesling, Pinot Gris and Pinot Grigio. Of course, you'll find most of the "usual suspects" —

Cabernet Sauvignon, Chardonnay, et al — at area wineries, but Lake Michigan Shore is building its reputation on "under-the-radar" varieties.

The wineries are a mix of relatively new ventures and venerable estates. The oldest is also the best known: St. Julian. It was founded in 1921 by Mariano Meconi, and today is operated by his grandson, David Braganini. Another third-

generation operation is Warner Vineyards, an officially recognized Michigan Historic Site.

Round Barn Winery may be the region's most eclectic: It produces wine as well as Vodka, Brandy and microbrews.



**THE ONE THAT
STARTED IT ALL!**

- Hand-crafted gems produced by little known or small estates
- Limited-production bottlings
- Under-the-radar wines you won't find in supermarkets

EACH SHIPMENT INCLUDES:

- 2 or 4 bottles from all over the wine world
- Detailed Tasting Notes for each featured wine
- Latest edition of The Grapevine newsletter

WINE COLOR MIX: Reds, Whites, or Both — Your Choice!

FREQUENCY: Approximately Monthly

PRICE: Only \$12 Average Per Bottle Plus Shipping

TO LEARN MORE ABOUT THIS CLUB, GO ONLINE TO WWW.VINESSE.COM OR CALL 800 - 823 - 5527.



SOCIETY™

**IT'S NOT FOR EVERYONE.
IS IT FOR YOU?**

Vinesse created the Elevant Society to meet members' demands for super-premium wines. While virtually all members of the original American Cellars Wine Club were very satisfied with their monthly selections, some wanted more, and they were willing to pay for it.

EACH ELEVANT SOCIETY SHIPMENT INCLUDES:

- 2 or 4 bottles — your choice — of super-premium wines, mostly big and bold red varieties or blends
- Detailed Tasting Notes for each featured wine
- Latest edition of The Grapevine newsletter

FREQUENCY:

Approximately Monthly

PRICE:

\$69.99 Average Per Shipment Plus Shipping

TO LEARN MORE ABOUT THIS CLUB, CALL 800 - 823 - 5527 OR VISIT WWW.VINESSE.COM.

VINESSE STYLE

MILK CHOCOLATE EXPERIENCES

You say you missed National Milk Chocolate Day? (It was July 28.)

Oh, well, guess you'll just have to wait until next year. Yeah... right.

Milk chocolate is one of the joys of life, and there's no shortage of destinations where one may get their fix. In this issue and next, we'll share some of our favorite oases for indulging our milk chocolate passion...



• **L'Etoile d'Or** — Many consider this shop in Paris to be the best chocolate shop in the world. They may be right. It carries all of France's top brands, and it's the only place in Paris where you can purchase chocolates crafted by Bernachon, considered the grandmaster chocolatier of

Lyon. The shop is located near the Moulin Rouge.

• **Choco-Story Museum** — This museum in Bruges chronicles the tasty history of Belgian chocolate, and even offers workshops on making pralines. *Info: choco-story.be.*

• **Purple House** — Located on Chicago's fashionable North Michigan Avenue, this café is the home of Vosges Haut-Chocolat, the purveyor of off-beat flavor combinations that always are part chocolate. The café recently added chocolate-and-wine

pairings to its offerings.

Info: vosgeschocolate.com.

• **Scharffen Berger Chocolate Maker** — Ghiradelli may be more famous, but this San Francisco Bay Area manufacturer concocts a wider range of taste-tempting treats. Take a tour of its Berkeley facility and learn all about the chocolate-making process. *Info: Scharffenberger.com.*

BEING GREEN

As part of its commitment to the local community, Acacia Vineyard, a winery in California's Carneros growing region, has installed two educational panels at the Napa-Sonoma Marshes Wildlife Area. The panels were developed in partnership with the California Department of Fish and Game to educate the public about the importance and value of improving and restoring wetlands in the greater San Francisco Bay Area. "The marsh provides an important habitat for a variety of fish, waterfowl, wildlife and plant species, several of which are threatened or endangered," says California Department of Fish & Game Senior Wildlife Biologist Larry Wyckoff. "We have limited funding, so this generous donation from Acacia Vineyard is critical in helping us educate the public about the importance of restoring this marsh." Adds Acacia winemaker Matthew Glynn: "We believe in sustainability and want to do our part to preserve this piece of our Carneros heritage that helps us make such compelling wines. The Napa-Sonoma Marsh gives us such beautiful afternoon breezes and evening fog that allow our grapes to develop more concentrated, complex flavors."



Raise a Glass & Say, 'Cheese!'

The catering business can be tough. Some people want to eat like princes but pay like paupers.

As a result, it's not unusual to see cheap red wines served with catered spreads. But those wines can be bitter. That's why smart caterers make sure there is lots of cheese around to accompany those wines: Cheese helps tame or tone down the bitterness so even a cheap wine tastes acceptable.

When a wine leaves a bitter impression on the tongue, the cause almost always is tannin, a compound that comes from the seeds and stems of grapes. Tannin can either help make a wine great or cause an inferior wine to be less enjoyable.

A parallel can be drawn with tea since a tea leaf, like a grape's skin and stem, contains tannin. When a tea bag is placed in hot water for the recommended period of time, a flavorful, nicely balanced beverage is the result. But if that bag is left in the water for too long, the tea can be so harsh it's almost impossible to drink.

Can that cup of tea be "saved"? Yes. But not with the typical ingredients. Adding sugar would sweeten the brew, but only momentarily. Adding

lemon juice, because of its acidity, would make the bitterness even more pronounced. Even adding water wouldn't help; it would dilute the beverage, but the bitterness would still be there.

The only ingredient that could tame an overly bitter cup of tea is milk. The protein and fat in milk basically camouflage the bitter quality and make the tea drinkable.

Likewise, the protein and fat in cheese can tame the tannin of a harsh red wine. Caterers know this, so

if the budget won't allow for a top-quality wine, you can bet the cheese tray will be stacked high.

Interestingly, much like cholesterol, there can be good tannin or bad tannin in winegrapes.

Good tannin is fully ripened and enhances a red wine's color and structure. Bad tannin is unripe, and can make a wine almost one-dimensional and bitter. More and more, vintners pay as much attention to tannin ripeness as they do to sugar levels at harvest time.

Dauntingly, there is no scientific measurement available for tannin ripeness. Furthermore, a grape that's ready to pick from a sugar perspective (for which a scientific measurement is available and utilized) may simultaneously possess unripe tannin. That leaves the vintners to depend on their experience and trust their tastebuds.



Four Seasons



WINES THAT MATCH THE SEASON.

Summer — wines for barbecues, picnics or just for sipping. Fall — wines for hearty, harvest-time dishes. You get the idea. All wines are selected by our Tasting Panel to pair beautifully with the foods you love.

EACH SHIPMENT INCLUDES:

- 4 bottles of specially-selected wines
- Detailed Tasting Notes for each featured wine
- Latest edition of The Grapevine newsletter
- A special surprise gift

WINE COLOR MIX:
Reds, Whites, or Mixed

FREQUENCY:
4 times per year, plus a special holiday shipment

PRICE:
\$89.95 Average Per Shipment Plus Shipping

TO LEARN MORE ABOUT THIS CLUB, CALL 800 - 823 - 5527 OR VISIT WWW.VINESSE.COM.

You'll Fall for Niagara Wine Country

Throughout the year, the wineries of Ontario, Canada — particularly those on the Niagara Peninsula — pull out all the stops to make a visit to their “wine country” unforgettable.

Visit during the winter, and experience the icewine celebrations. In spring, new releases are rolled out across the region. Summer is alive with outdoor events, including the 10-day Niagara Wine Festival. And during the fall months, many estates offer delectable wine-and-food pairings.

Speaking of food, the Niagara Peninsula is known for its fine regional cuisine. Many restaurants take full advantage of the bounty of locally produced fruits, vegetables and cheeses in preparing unique and memorable dishes.

The peninsula's landscape is a study in contrasts. From Grimsby to St. Catharines, the wine route winds past vineyards that are nestled below the steep outcropping of the spectacular Niagara Escarpment, named a World Biosphere Reserve by the United Nations for its rare and diverse ecosystem.

The road then dips into the flat plains of Niagara-on-the-Lake and a lush patchwork quilt of still more vineyards. It's a drive that reveals unexpected pleasures at nearly every turn. Travel Niagara's wine route and you'll discover picturesque villages, fabulous dining, galleries, museums, theater and conservation areas.

And the peninsula is recognized as an outstanding wine-producing region. Its soils are excellent, and the climate is similar to that of some of the great wine-producing regions of the world — Burgundy, the Loire Valley, Oregon's



TOURING TIPS



Willamette Valley and New Zealand. The two Great Lakes moderate temperatures, ensuring the cool springs and long autumns that are ideal for growing winegrapes.

More than 50 wineries are located in the rolling landscape between Grimsby and Niagara-on-the-Lake. Open year-round, most welcome visitors with tours, tastings, special events and the opportunity to experience the aforementioned amazing regional cuisine in many onsite restaurants.

A few must-see wineries:

- **Peninsula Ridge Estates Winery.** This world-class wine and culinary destination (*shown on the opposite page*) is renowned for crafting elegant Bordeaux-style red wines and classic Burgundian whites.

- **Kitling Ridge Estate Wines & Spirits.** Taste wines plus icewines, whiskies, Brandies and specialty

liqueurs, and take a tour to learn about both the winemaking and distillation processes.

- **Thirty Bench.** Taste limited-production, single-lot wines while you soak in sweeping views of the Niagara Escarpment and Lake Ontario. Ask for a sample of vintner Natalie Reynolds' Triangle Vineyard Riesling.

- **De Sousa Wine Cellars.** Portuguese varieties are the specialty of this destination winery, which includes a villa, gardens, groves of trees, a boutique and a museum.

- **Lakeview Cellars Estate Winery.** Winemaker Tom Green is particularly proud of his Baco Noir Reserve, but for a really unusual treat, don't miss his Cabernet Franc Icewine.

- **Rockway Glen Estate Winery.** How many wineries have their own championship golf course? This one does, along with both casual and fine dining, and a “19th Century Antique Wine Museum.” And its wine boutique brings a whole new meaning to that

friendly golf refrain, “Meet you at the 19th hole...”

Those are just six of the nearly four dozen wineries on the Niagara Peninsula that are open to the public. With so much to see (and taste), a minimum of a long weekend is recommended in order to truly capture the flavor of the region.

That means you'll need a place to stay, and two popular bed-and-breakfast inns are the Merlot House (with its Jacuzzi tubs and fireplaces) and the Bonnybank (with its Tudor-style architecture). Most of the national chains also can be found in the area.

For dining, try one of several winery restaurants. Among those recommended by locals are The View Restaurant at EastDell Estates Winery, the Hillebrand Winery Restaurant, the Peller Estates Winery Restaurant, and the Vineland Estates Winery Restaurant.



The Niagara Peninsula may be a continent away from the Napa Valley, but there's no doubt that it's "wine country."

For Further Information

Niagara Wine Festival
niagarawinefestival.com

Peninsula Ridge Estates Winery
Beamsville • 905-563-0900

Kittling Ridge Wines & Spirits
Grimsby • 905-945-9225

Thirty Bench
Beamsville • 905-563-1698

De Sousa Wine Cellars
Beamsville • 905-563-7269

Lakeview Cellars Estate Winery
Vineland • 905-562-5685

Rockway Glen Estate Winery
St. Catharines • 905-641-5771

Merlot House Bed & Breakfast
Niagara-on-the-Lake • 905-468-7509

Bonnybank Bed & Breakfast
Jordan • 905-562-3746

The View at EastDell Estates
Beamsville • 905-563-9463

Hillebrand Winery Restaurant
Niagara-on-the-Lake • 905-468-7123

Peller Estates Winery Restaurant
Niagara-on-the-Lake • 905-468-4678

Vineland Estates Winery Restaurant
Vineland • 905-562-7088, ext. 33

Tourism Niagara
tourismniagara.com



Two California Wineries Share Historic Ties

At Pietra Santa Winery, the top-of-the-line wines carry the name Vache on their labels.

Pietra Santa is located in California's Cienega Valley, part of the Gabilan Mountains foothills, some 25 miles east of Monterey Bay. The estate was first developed during the 1850s by a Frenchman named Theophile Vache, who hailed from the island of Oleron, off France's Atlantic coast.

That effort grew into an enterprise known as Valliant Vineyards, and earned Vache a permanent place among the recognized pioneers of the California wine industry. The area became known as the "Vineyard District" of San Benito County.

The Vache family later ventured

south, and developed the Brookside Vineyard Company in the area today known as Ontario. For many years, Brookside supplied local farmers and other residents with wine that was siphoned right out of the barrels and into big jugs.

Fast-forward to 1909, and the birth of Philo Biane at the Brookside Winery. Biane was the great-grand-nephew of Theophile Vache, and was seemingly destined to follow the family's long-established winemaking tradition.

Biane rose to the position of President of Brookside Vineyard Company when it was located in the nearby town of Guasti, and spent his entire life in winemaking.

In fact, even during his retirement, he couldn't shake the winemaking bug. He established another winery, called Rancho de Philo, in the town of Alta Loma, and crafted very small quantities of Cream Sherry, using the traditional solera system of blending multiple vintages.

Biane died in 1999, but his daughter, Janine Tibbets, carries on the venture. Rancho de Philo operates year-round, as the various vintages must be monitored, but it is open to

the public only one week each year, during November. That's all the time it takes for an entire year's allotment to be sold to and picked up by an adoring public of mostly long-time customers.

Theophile Vache will always be remembered for his contribution to California winemaking,

and now Janine Tibbets embraces a labor of love to maintain the family's connection to history, even as housing developments slowly plow under her dwindling sources of grapes.

Even during his retirement, Philo Biana could not shake the winemaking bug.



Quotes Du Jour

■ *Ludvig van Beethoven, using wine as an analogy for writing music:*

“Music is the wine which inspires one to new generative processes, and I am Bacchus who presses out this glorious wine for mankind and makes them spiritually drunken.”

■ *M.F.K. Fisher, demonstrating a proclivity for the dreaded run-on sentence:*

“I can no more think of my own life without thinking of wine and wines and where they grew for me and why I drank them when I did and why I picked the grapes and where I opened the oldest procurable bottles, and all that, than I can remember living before I breathed.”

■ *Legendary vintner Robert Mondavi, on how he developed his attitude toward wine:*

“I always knew that food and wine were vital, with my mother being Italian and a good cook.”

■ *Thomas Becon, on one consequence of wine drinking:*

“For when the wine is in, the wit is out.”

Q AND A

My husband goes on and on about the importance of drinking wine while it's in its prime or before, and not cellaring it for too long. But I've heard that there's nothing better than a great wine that has been aged an extended period of time and is uncorked at just the right time in its development. Who's right?

You both are.

Many of the Tasting Notes that accompany our club wines mention the wine's acidity. Why is acidity important in wine?

All wines possess a certain degree of acidity. Generally, whites have more than reds. Acid gives wine its vivacious character and also contributes to its refreshing quality. Without sufficient acid, a wine may taste flat, dull and lifeless. However, as with all things in life, there can be too much of a good thing when it comes to acid. When there's too much acid, a wine can come across

as sharp and biting. Ultimately, balance is the key. In very hot growing areas where the ripening grapes may lose some of their natural acidity, it's common for winemakers to add two or three grams of acid per liter to the wine as it's fermenting. That may not seem like much, but it can make all the difference between a finished wine that's balanced, and one that's either too flat or too sharp.

When we go to a BYOB restaurant, how much should we add to the tip for wine service?

We recommend anywhere from \$5 to \$10 per bottle, depending on the level of service. If the restaurant provided good-quality stemware, uncorked the bottle for you and kept an eye out for low levels of vino in the glasses, a more generous tip is called for. Good service is good service, whether it involves a restaurant's food or how it handles a customer's wine.



EACH SHIPMENT INCLUDES:

- 2 or 4 bottles of the best finds from California
- Detailed Tasting Notes for each wine
- Latest edition of The Grapevine newsletter

FEATURED WINES MADE IN CALIFORNIA EXCLUSIVELY!

- Napa
- Sonoma
- Santa Ynez
- Monterey
- Sacramento Delta
- Amador County
- Mendocino
- ... and More!

WINE COLOR MIX:

Reds, Whites, or Both — It's Your Choice!

FREQUENCY:

Approximately Every Other Month

PRICE:

Only \$12 Average Per Bottle Plus Shipping

TO LEARN MORE ABOUT THIS CLUB, GO ONLINE TO WWW.VINESSE.COM OR CALL 800 - 823 - 5527.



WINEMAKING CONTRIBUTES TO SLO'S ECONOMIC VITALITY

A study commissioned in part by the Economic Vitality Corporation of San Luis Obispo County (Calif.) reveals that the economic impact of the county's grape and wine industry totals \$1.8 billion currently.

MONOPOLISTIC RETAIL LAW PASSES IN ILLINOIS

Special interest groups won a major victory in Illinois when both chambers of the state legislature passed House Bill 429, which bans the shipment of wines to Illinois by out-of-state retailers. "The bottom line is that residents of the state will have less access

to wine than they have had until now. This bill is blatantly anti-consumer and anti-constitutional," said Tom Wark, executive director of the

Specialty Wine Retailers Association in Sacramento, Calif. Wark said that his organization would challenge the inequity of the law in court. "We may sue before the law takes effect, or we may wait and file afterward," he said. The group has already filed a lawsuit in Texas against a similar ban enacted more than a year ago, *Wine Spectator* reports. Illinois wine distributors lobbied hard for passage of the



bill as it creates a monopoly for them among other-than-winery businesses.

NEW YORK RIESLING PIONEER SELLS ESTATE

Hermann J. Wiemer, the vintner who symbolized the rise to prominence of New York Riesling, has sold his estate to his winemaker, *Decanter* reports. The Mosel-born Wiemer, now 65, turned the property on Seneca Lake in the Finger Lakes district over to Frederick Merwarth, 36 years his junior. Wiemer helped establish a high standard of quality in New York by applying the experience acquired from his Mosel wine-producing family. "Many made fun of me for planting Riesling," said Wiemer, who certainly got the last laugh.

YOUNG ADULTS PERCEIVE WINE-DRINKING AS 'REFINED'

According to a study conducted by Vinexpo, consumers aged 20-25 have a perception of wine as a healthy,

high-quality product that is becoming popular among their age group, although the perceived expensive cost of wine and confusion about different wine styles can be

barriers to consumption. One of the key findings of the study was that young people in all countries considered wine to be the healthiest alcohol beverage, yet many perceived wine as the drink of choice among older adults, aged 30-35 to 40. Still, this image makes wine more attractive as the study participants defined a wine drinker as "refined, educated and cultivated."

VINESSE®

The World of Wine



JOIN US FOR AN INCREDIBLE WINE JOURNEY!

Each Shipment Takes You to a Different Corner of the Wine World!

Taste Exquisite Boutique Wines... Savor Each Country's Winemaking Tradition... and Collect Some Souvenirs!

EACH SHIPMENT INCLUDES:

- 6 bottles of specially selected wines from one country or region of the wine world
- Detailed Tasting Notes for each featured wine
- Latest edition of The Grapevine newsletter
- A special souvenir

WINE COLOR MIX:
Reds, Whites, or Mixed

FREQUENCY:
6 times per year

PRICE:
\$99 Per Shipment
Plus Shipping

TO LEARN MORE ABOUT THIS CLUB, CALL 800 - 823 - 5527 OR VISIT WWW.VINESSE.COM.



SLOW-COOKER BEEF STEW

A flavorful wine such as Malbec or Merlot calls for a flavorful main dish. This tasty recipe makes about 6 servings.

Ingredients

- 4 carrots, chopped
- 2 potatoes, peeled and cubed
- 1 cup mushrooms, sliced
- 1 onion, chopped
- 3 stalks celery, chopped
- 3 lbs. cubed stew meat
- 1 packet dry onion soup mix
- 1 can (10.75-oz.) condensed golden mushroom soup
- 1 3/4 cups water

Preparation

1. Place carrots, potatoes, mushrooms, onion and celery in slow cooker. Place stew meat over vegetables.
2. In a medium bowl, combine the soup mix with the can of soup. Add water and mix well. Pour in slow cooker over meat and vegetables. Add water as needed so liquid

comes just to the bottom of the meat.

3. Cook on low setting overnight, adding more water as necessary in morning. Allow to cook all day.

BERRY COBLER

Desserts can be tricky to match with wine, but when berries are involved, the quest becomes easier. Try this recipe, which makes 6 to 8 servings, with a fruitful Zinfandel, or almost any slightly sweet wine.

Filling Ingredients

- 6 cups mixed berries (blackberries, raspberries and blueberries)
- 1/2 cup sugar
- 2 tablespoons cornstarch
- 1/2 teaspoon salt
- Juice of 1 lemon

Topping Ingredients

- 1 1/2 cups all-purpose flour
- 1/4 cup plus 2 tablespoons sugar, divided
- 1 tablespoon baking powder
- 1/2 teaspoon salt

- 1 stick unsalted butter, cut in small pieces and chilled
- 3/4 cup half-and-half
- 2 tablespoons sugar

Preparation

1. Preheat oven to 375 degrees.
2. In a large bowl, toss together filling ingredients. Pile mixture into a 9-inch round baking dish or deep pie plate.
3. In another bowl, combine flour, 1/4 cup sugar, baking powder and salt. Cut in the butter until mixture resembles coarse meal. Lightly toss with half-and-half until it forms a soft dough.
4. Drop the dough in tablespoon-size pieces on top of the berries until the surface is almost covered. Lightly pat the dough down to evenly distribute the top, but leave spaces for berries to show through. Sprinkle with 2 tablespoons sugar.
5. Bake cobbler 40 to 45 minutes until top is golden and berries are bubbling.

Light & Sweet

THE FASTEST-GROWING CLUB IN VINESSE HISTORY!

- A club for people who enjoy a touch of sweetness in their wines.
- Wines that are lighter in style, sometimes sparkle, occasionally blush, and are simply fun to drink.
- Wines selected from top regions around the world.

EACH SHIPMENT INCLUDES:

- 2 bottles of delicious light-and-sweet wines
- Detailed Tasting Notes for each featured wine
- Latest edition of The Grapevine newsletter

WINE COLOR MIX:

Mostly White; Occasionally Blush/Pink or Sparkling

FREQUENCY:

Approximately Every Other Month

PRICE:

Only \$12 Average Per Bottle Plus Shipping

TO LEARN MORE ABOUT THIS CLUB, GO ONLINE TO WWW.VINESSE.COM OR CALL 800 - 823 - 5527.



CELLAR SPECIALS

WHITE WINES **Member Price**

2005 Monkey Puzzle Maule Valley, Chile Chardonnay	\$11.99
2003 Aqua Pumpkin Monterey Chardonnay.....	\$12.99
2006 Tarrica Cellars Paso Robles White Zinfandel	\$12.99
2006 Sweetwater California Chenin Blanc	\$12.99
2004 Mosaic Vineyards Chardonnay, Sonoma County, California	\$14.99
2006 Terranoble Maule, Chile Vineyard Selection Sauvignon Blanc	\$16.99
Adler Fels Winery Russian River Gewurztraminer	\$17.99
2004 Indis Western Australia Chardonnay	\$17.99
2006 Guy Harvey California Sauvignon Blanc	\$17.99
2005 La Playa Colchagua, Chile Late Harvest Sauvignon Blanc	\$19.99
2004 Domaine Delaye Macon-Prisse, France Les Clochettes	\$20.99
2005 Kenneth Volk Santa Barbara County, California Chardonnay	\$25.99

RED WINES **Member Price**

2004 Cross Creek California Merlot	\$12.99
2005 Rock Gate Cellars California Sangiovese	\$12.99
2002 Chateau Bel-Air France Lalande-de-Pomerol	\$14.00
2004 TerraNoble Vineyard Selection Merlot, Maule Chile	\$16.99
Stella Rosa Piedmont, Italy Sparkling Red Wine	\$16.99
2005 Tarrica Wine Cellars Paso Robles, California Zinfandel	\$18.99
2002 Reschke Coonawarra, Australia Vitulus Cabernet Sauvignon	\$18.99
2005 Preludio Mendoza, Argentina Malbec	\$19.99
2003 Axel Colchagua Valley, Chile Syrah	\$21.99
2005 Spinyback Nelson, New Zealand Pinot Noir.....	\$21.99
2005 Kaiken Mendoza, Argentina Ultra Malbec	\$28.99
1999 Château Pomeaux Pomerol.....	\$40.00

**TO ORDER, USE ORDER FORM ON BACK PAGE.
MAIL TODAY, FAX TO 805-496-4311, OR CALL TOLL-FREE: 800-823-5527.
HOURS: MONDAY-FRIDAY 8AM TO 5PM PST**

*We don't print those
postcards for our health.*

*Here at Vinesse, we care about your opinion.
What you think about our featured wine
selections matters to us. That's why we
include a "comment card" in every shipment.
Fill it out and return it to us, or go online to:
www.vinesse.com/rateit*

rate-it

Because your opinion counts.



www.vinesse.com/ask



WINE SALE!

While supplies last...

Please fill in your choices of wines so you'll have them handy when you call. Or send them to us via mail or fax.

QUANTITY	ITEM	PRICE

Member # _____				Date _____		<table border="1"> <tr><td>Subtotal</td><td>\$ _____</td></tr> <tr><td>Sales Tax</td><td>\$ _____</td></tr> <tr><td>Delivery</td><td>\$ _____</td></tr> <tr><td>Total</td><td>\$ _____</td></tr> <tr><td colspan="2">Delivery Charges</td></tr> <tr><td colspan="2">\$14.67 for each half case</td></tr> <tr><td colspan="2">\$21.60 for full case</td></tr> <tr><td colspan="2">Please allow</td></tr> <tr><td colspan="2">7-10 days for delivery</td></tr> </table>	Subtotal	\$ _____	Sales Tax	\$ _____	Delivery	\$ _____	Total	\$ _____	Delivery Charges		\$14.67 for each half case		\$21.60 for full case		Please allow		7-10 days for delivery	
Subtotal	\$ _____																							
Sales Tax	\$ _____																							
Delivery	\$ _____																							
Total	\$ _____																							
Delivery Charges																								
\$14.67 for each half case																								
\$21.60 for full case																								
Please allow																								
7-10 days for delivery																								
Name _____				Daytime Phone Number _____																				
Company (if office delivery) _____				Evening Phone Number _____																				
Delivery Address _____																								
City _____		State _____	Zip _____	E-Mail _____																				
Charge my: <input type="checkbox"/> American Express <input type="checkbox"/> Visa <input type="checkbox"/> Mastercard <input type="checkbox"/> Discover <input type="checkbox"/> Card on File																								
Card Number _____				Exp. Date _____																				
Signature (Required) _____																								
<input type="checkbox"/> Check Enclosed, Payable to: Vinesse																								

As a Member, You Can View Your Account Online

For full details about your account, including your personal shipment history, charge amounts, and more, please visit www.Vinesse.com and log on via the "Your Account" link at the top right.

Vinesse

822 Hampshire Rd., Suite E, Westlake Village, CA 91361 • email vinesse@vinesse.com

**MAIL TODAY, FAX TO 805-496-4311,
OR CALL TOLL-FREE: 800-823-5527.
HOURS: MONDAY-FRIDAY 8AM TO 5PM PST**