

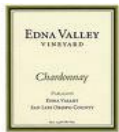


MAY 2009

A REFRESHING APPROACH

As we expected, the economic turmoil we are going through is leaving an impact on our business as well, though not all of it is negative. Many items are being reduced in price to us. Much to our surprise, quite a few of these items are top selling items, as well as leaders within their respective categories. It appears that many producers are not necessarily running behind in sales, but want to take more proactive steps to avoid backing up later this year. Leading the way are California wineries, which is great to see, since it has not always been that way in the past. This month we have selected six California wines from prominent producers that have discounted their pricing allowing us to pass it along to you. You may be surprised to see some of the names on this list, we will keep these prices down as long as we can.

2007 Edna Valley Chardonnay - Located only five miles from the Pacific Ocean, Edna Valley



Vineyards has some of the coolest microclimates in all of California. This winery has become synonymous with top notch Chardonnay and Pinot Noir for close to 20 years now. For most of the last 8 years it has been selling in the mid-teens extremely well. Regular Special Price \$13.99

Now Only



2007 Ferrari Carano Chardonnay - Ever since its inception with the 1987 vintage, this Alexander



Valley winery has consistently been one of California's top Chardonnay producers. At one point, eight consecutive vintages were rated 90 or better by the Wine Spectator. In fact, there have been periods where their Chardonnay has been allocated. Now it is readily available and as good as ever. Regular Special Price \$26.99

Now Only



2007 Caymus Conundrum - This interesting field blend of five white varietals includes



Chardonnay, Sauvignon Blanc, Semillon, Viognier and Muscat created a category 20 years ago with their first release in 1989. Ever since there have been many copycats, but this bottling is still the leader. Each grape variety is grown and vinified separately and blended before bottling. Regular Special Price \$24.99

Now Only



2007 Laetitia Pinot Noir - Laetitia is the world's largest Pinot Noir vineyard land owner. By



having up to 450 acres of premium estate Pinot Noir under vine, this gives them full control of their grape selection. It also substantiates Laetitia's position as a leader in producing stylish, complex and well-balanced wines, that captures the qualities and expression of California's Central Coast appellation of the Arroyo Grande Valley. What gives Laetitia such tremendous appeal lies within the wine's lush fruit flavors and remarkable spice nuances. Regular Special Price \$27.99

Now Only



2005 Chateau St. Jean Sonoma Cabernet Sauvignon



St. Jean is arguably one of Sonoma's most reliable producers. Several years back, many of you had become aware of this winery's ability at the super premium level, when their California Bordeaux style blend "Cinq Cepages" received Wine Spectator "Wine of the Year" award with the 1996 vintage. This recognition elevated the winery as a whole. Winemaker Margo Staaveren can claim a good part of that success. Her adept winemaking skills has also fashioned this rich, full bodied, yet elegantly styled 2005 Cabernet Sauvignon with help from the multiple and diverse appellations of Sonoma Valley, Knights Valley and Alexander Valley.

Regular Special Price \$29.99

Now Only

\$19.99
net

2006 Charles Krug Cabernet Sauvignon



If you know the history behind the Mondavi family, then you will most likely know that the Charles Krug Winery in Napa Valley is where it all began. Peter Mondavi decided to stay on with the Charles Krug Winery, whereas his brother Robert took a different path. Peter's wine making approach was more conservative, while Robert was, at that time, a visionary and a more progressive type. Peter had paralleled in his brother's shadow. Today, the family's Charles Krug Winery still remains with Peter Mondavi at the helm, along with his

two sons, that continues the long and coveted traditions of the Mondavi wine dynasty. Krug's Napa Cab exhibits nice juicy black fruit concentration, balanced with a well integrated oaked tannin structure. Regular Special Price \$26.99

Now Only

\$19.99
net

WINE ENTHUSIASTS
VALUE WINE OF THE YEAR

2007 Luzon



We bought as much of this Spanish bargain as our distributor would let us. We are pretty confident this will be one of the top values we offer you this year for under \$10.00. From this basic bottling to their premium Altos De Luzon, releases from this Jumilla producer have consistently overproduced for their pricepoint. The arrival of this '07 was highly anticipated, as it was named the "Best Wine Buy" under \$15.00 of 2008 by the Wine Enthusiast magazine with a 90 point review. A blend of 65% Mourvedre and 35% Syrah, this juicy, big framed red is bursting with blackberry, raspberry, vanilla and licorice flavors. This smartly packaged Spanish offering is perfect for the upcoming grilling season or everyday standbys like pizza and pasta. Enjoy Luzon by the case over the next 18-24 months.

\$7.99 net

OPEN HOUSE
MEET & GREET

On Monday, May 18th in our store, from 5:00-7:30, meet Morgan Norman, daughter of famous golfer and passionate wine producer Greg Norman. Morgan is a renowned chef that also shares the passion and enthusiasm of her family's highly successful and exciting wine venture.

Morgan will also personalize bottles upon request.



FINE WINE ROOM
INSTANT IN-STORE
REBATE \$\$\$
BIG SAVINGS

CALIFORNIA'S ALEXANDER
VALLEY'S FINEST
CABERNET SAUVIGNON
JORDAN AND
SILVER OAK



Look for the specially marked tags!



Offer Good Through
May 30th

MONTHLY SPECIALS

2008 Tierrauca Sauvignon Blanc- One of the most exciting things that we continue to see coming out of Chile these days are the enormous amounts of amazing value driven Sauvignon Blancs. One of the most recent examples to come our way is this refreshingly well made Sauvignon Blanc that goes under the name Tierrauca. This crisp and aromatic wine comes from the ideal climate and terroir influence of the Lontue Valley. Tierrauca is a wine produced and controlled by a family owned operation that is rooted in Chile's viticultural history and is made solely for immediate enjoyment at an affordable price. It shows lovely floral and citrus aromatics, with a twist of tropical fruits flavors, balanced with clean, crisp acidity. Stainless steel aged to retain its pure varietal character and nuances, Tierrauca makes the perfect house white to serve over the warm summer months. This tasty Sauvignon Blanc pairs well with spicy stir fry, fish, cold salads and a wide assortment of hors d' oeuvres. **\$7.99**



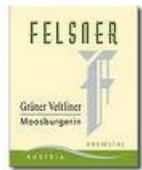
Save 15% off by the bottle,
\$6.79
or
25% off by the case,
\$5.99/\$71.88
net.

2005 Flavium Bierzo Crianza - Five years ago we featured a Spanish red made with the Mencia grape from the country's northwestern wine region of Bierzo. Before that, unless you've experienced the fine qualities of this indigenous grape variety while visiting the region, the chances of tasting a wine made with the Mencia grape in the U.S. was very slim. Flavium's Crianza is a medium to full bodied red that comes from an average of 35 year old vines. The flavor profile of Mencia is somewhat reminiscent of Cabernet Franc. In fact, when a local strain of Cabernet Franc was introduced to their neighboring region of Galicia in the 19th century, it confusingly went by the same name. Flavium is already showing some maturity. This opaque red exhibits aromas of sweet dark fruits noted with tobacco and spice. On the palate, the wine has excellent concentration of red and black berries, spicy tannins and a smooth finish. Share this Mencia with grilled meats such as pork , chicken, fish and sausage. **\$10.99.**



Save 15% off by the bottle,
\$9.34
or
25% off by the case,
\$8.24/\$98.88
net.

2007 Felsner Gruner Veltliner "Lossterrassen" -This winery is run by Manfred Felsner, who took over this 30 acre estate almost twenty years ago. He uses a minimalist approach to viticulture for his estate of 30 plus year old vines. Focusing on low yields, environmentally friendly practices, and careful canopy management, Felsner has developed a winning formula for top notch Gruner. This release from the outstanding 2007 vintage comes from his estate's single vineyard, Lossterrassen, in the very northeastern part of Kremstal (one of Austria's more well-known wine regions). A floral nose leads to a palate full of grapefruit and citrus flavors, mixed with mineral and nutty tones. The finish is long, crisp and racy. Enjoy as a cocktail wine on a warm spring evening or with sushi or light seafood. **\$13.99**



Save 15% off by the bottle,
\$11.89
or
25% off by the case,
\$10.49/\$125.88
net.

2006 Domaine Des Cantarelles Syrah "Des Fayel" - Located in the southern extension of the Rhone Valley just north of Nimes, this bright, juicy Vin de Pays Syrah represents quite a value. 2006 was the fourth straight outstanding vintage for the southern Rhone. The region experienced a long, dry warm growing season. This release expresses pure Syrah character, as it was aged all in tank before bottling. Soils at this domaine are barren and rocky. Similar to Chateauneuf-du-Pape, the poor terrain forces the vines to struggle to produce ripe fruit. Cantarelles Syrah is a medium-bodied wine that shows red fruit and spice notes on the palate, with earthy roasted meat tones on the finish, that is a trademark of Syrah from the Rhone. This juicy bistro red should be enjoyed for its freshness over the next year or two. Pair it up with lamb,grilled marinated chicken or pork chops. **\$10.99.**



Save 15% off by the bottle,
\$9.34
or
25% off by the case,
\$8.24/\$98.88
net.

**CALIFORNIA
SAMPLER PACK**

Acacia, located in Carneros, was one of the first wineries to recognize what varietals were best suited for this unique climate in the southern part of Napa. With its close proximity to the Pacific Ocean, the nights and mornings are cool, leading to a long growing season. In this environment Chardonnay, Pinot Noir and Syrah all excel. The first two varieties have been the foundation for Acacia since it started 30 years ago. The third is showcased in a new wine we introduce to you this month. Until a few years ago, all of the Acacia wines were estate bottled from their 150 acres of Carneros vineyards. A new series under the Acacia label called "A By Acacia" was launched in 2006. This new label blends fruit from Sonoma, Monterey and Carneros and sells at a more affordable price point. This month we offer you a pair of **"A By Acacia"** wines in a sample pack.



The **Chardonnay** is harvested at night to preserve its fresh crisp character. The grapes are whole clustered pressed and aged in a variety of oak barrels to add complexity. This '07 vintage shows apple, mango and banana flavors. Enjoy it with seafood. **\$11.99**

The new wine is simply called **Red Blend**. It combines Syrah, Grenache, Mourvedre and a splash of Viognier. Since Syrah makes up 90% of it, it could be labeled as Syrah. The winery however, does not plan on it always being at least 75% Syrah, (the minimum needed to use the varietal name). The wine has juicy, meaty red fruit flavors, primarily red raspberry and plum. The finish has notes of spice and grilled meats. The many fans of Marietta Old Vine Red should certainly check out this juicy little bargain. **\$11.99**



For an additional savings of 17% Buy two of any combination for only



SATURDAY OPEN HOUSE TASTINGS

Come join us on the following **Saturdays from Noon-6:00 p.m.**

May 9th - Sample the **four monthly specials** (refer to page #3 for more info).

May 16th - Sample the **"A By Acacia"** two pack special (refer to above article).

May 23rd - Join us in a wine **sensory evaluation** format.

May 30th - Revisit the **four monthly specials**

**AUSTRALIA'S
THORNE CLARKE FAMILY
OF THE BAROSSA**

On **Tuesday, May 12th at 6:30 pm at the Adams Mill Banquet Room**, join us in a presentation of the estate grown wines produced by Thorn Clarke from the Barossa Valley, Australia's most significant wine region. On hand to lead the tasting will be *Robert Jones, Master Sommelier of Fran Kysela Wine Imports*. Thorn Clarke has developed a strong reputation by over delivering in both the quality and style of their wines, specifically with the winery's multiple bottlings of Shiraz and red blends. The tasting will also end with a unique and delightful twist. So come on down and see for yourself.



Tasting List is as follows:

Thorn Clarke Terra Barossa Chardonnay	\$13.99
Thorn Clarke Brut Reserva	\$13.99
Thorn Clarke Terra Barossa Shiraz	\$13.99
Thorn Clarke Terra Barossa Cabernet Sauvignon	\$14.99
Thorn Clarke Milton Park Shiraz	\$10.99
Thorn Clarke Shotfire Ridge Cuvee	\$21.99
Thorn Clarke Shotfire Ridge Shiraz	\$21.99
Rinaldi Moscato d' Asti "Bug Juice"	\$21.99

A small fee of **\$5.00** per person is required to attend. For your convenience, "cash" or "check" can be presented at the door.

NOTE: All profits collected from orders taken that evening, will be donated to Bandit's Place Animal Shelter of New Hartford. A 501C-3 number is available upon request.

Please reserve your seat early by calling **649-4750**, or emailing us at **mwl@snet.net**. Only Wine Club Members listed in our database are eligible to attend, however members are able to reserve a spot for a guest (one guest per member and name for each reserved seat is needed at time of reservation). **In consideration of other members, please let us know if you need to cancel.**

WINE DELIVERY SERVICE AVAILABLE



We offer pre-arranged home or office wine delivery service.

Call us at **649-4750** or email us at **mwl@snet.net** (restrictions do apply)



A JOURNEY THROUGH THE FRENCH COUNTRYSIDE



The great wine regions of France are looked upon as being the most influential reference to the many great wines produced throughout the world today. This feature covers most of the major wine regions of France, from a handful of well established producers. We will begin with a refreshing mineral styled Sauvignon Blanc of the Loire, along with a rich flavored Chardonnay and elegant Pinot Noir from Burgundy. Then we continue with a full-bodied Merlot based wine of the Bordeaux right bank A.O.C. of Saint Emilion, proceeding to a spicy, lush Grenache and Syrah blend of the Southern Rhone, and finish with a Coteaux du Languedoc. These significant regions provide a wealth of quality, driven with a distinct and defined role in each respected category.

What makes the French wine culture so unique lies within its Terroir. The word “Terroir” is a French term used to describe a region’s climate, topography, vineyard soils and proper vine exposure to the sun. Viticultural practitioners have always stressed the importance of terroir simply because in its purest sense, wine is beyond doubt, made from the vineyard. Grape selection is also important to a specific terroir. Vine age and limited grape yields per acre, along with the precise harvest time most favorable for grape ripening and proper acidity, plays a major part in the vineyard as well. Within the winery, the higher quality producers apply limited intervention in the finished product. At certain points however, the winemaker has to make a multitude of decisions that add to the wine’s character and style. For example, what vinification equipment to use, cluster selection and whether to use local or wild yeast. Fining or filtration is decided and if so, to what degree. Then there is the oak barrel use versus steel tank ageing.



2007 Henri Bourgeois Les Bonnes Bouches Sancerre - It is a common belief in the wine world that quality and quantity are inversely related. In most cases this is true, however, there are exceptions. Louis Jadot in Burgundy, Guigal in the Rhone, Veuve Clicquot in Champagne, Trimbach in Alsace are firms that make a significant amount of wine, much of which is of high quality. Henri Bourgeois belongs in this list as well. A small domaine of only two hectares until 1950, Bourgeois has grown to 65 hectares of vineyard today. He supplements his production with purchased grapes from long-term contracts. This Sauvignon based bottling shows the chalky, flinty soil these grapes thrive in. Melon, lemon and citrus fruit on the palate are mixed with grassy notes, followed by a long, smokey finish. This ripe, mouth-filling Sancerre would be ideal for scallops or any dill sauce dish. Regular \$23.99

\$17.99



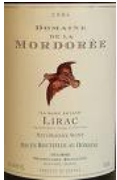
2005 Domaine Jean Chauvenet Bourgogne Rouge - Finding an affordable Bourgogne Pinot Noir of this quality does not come around often enough. So, we were very delighted when we discovered this elegantly structured Pinot Noir by Jean Chauvenet. This producer specializes in making Premier and Grand Cru reds of the Nuits St. Georges A.O.C. It would not be far off by suggesting that some declassified grapes found its way into this Bourgogne Rouge. The wine’s lush texture is comprised of long, concentrated flavors marked with black and red fruits, combined with lovely spice accents, sleek tannins, earthy hints and a long complex finish. Regular \$24.99

\$19.99



2005 Chateau Rocher Figeac Saint Emilion – Our selection for Bordeaux hails from the monumental ‘05 vintage. Rocher Figeac ended up as the top favorite at our February Bordeaux tasting event. This Merlot dominant Bordeaux unveiled a wonderful wild berry and oaky scent. On the palate, the wine showed youth and concentration, yet it possesses age worthy character. Rocher Figeac has a smooth tannic structure and subtle spices, followed up with an opulent core of mixed berries and ripe plum flavors that showcases the essence of St. Emilion. Enjoy this reasonably priced Bordeaux now and cellar gracefully over the next 5-7 years. Regular \$23.99

\$15.99



2005 Domaine De La Mordoree Lirac - The only thing that divides the town of Lirac from the famous region of Chateauneuf du Pape is the Rhone River. Mordoree’s Lirac is in its true nature, Chateauneuf du Pape and is half the price. This food-friendly wine is made of 50/50 Grenache and Syrah. The smoky, gamey, sweet fruit aromas reveal that this is not your ordinary Rhone. What you will find in this deep colored red are lush black raspberry, plum and cassis berry fruits. Mordoree is a full-bodied red that displays an array of spices rolled into a rich texture, showing hints of mocha and licorice, with a touch of oak and mineral on the finish. Regular \$22.99

\$18.99



2007 Chateau Saint Martin De La Garrigue Bronzinelle - This is one of our perennial favorites from the sun drenched region of the Coteaux Du Languedoc. Jean Claude Zabalia is considered one of Languedoc’s most talented winemakers. He put together the strictest selection of low yielding Syrah, Mourvedre, Grenache and Carignan grapes to make this magnificent red. This opaque red exhibits profound aromatics of dark berries, along with a lovely assortment of spices and smoky cedar. On the palate, Garrigue Bronzinelle puts forward reflective Chateauneuf du Pape like characteristics similar to the Mordoree Lirac, but displays a richer structure that carries through with nicely balanced oak tannins, integrated with a fine concentration of blackberry, plum, and cherry fruits. Regular \$19.99

\$15.99



2007 Louis Jadot Pouilly Fuisse - A great deal of the success that often comes with a well established high quality oriented wine negociant can be attributed to the strong demands that are put forth onto their long standing grape growers. The Pouilly Fuisse A.O.C. is situated in the northern portion of the Maconnais and is typically the highest quality wines of the area. Burgundy’s 2007 vintage experienced a near perfect growing season yielding intensely rich fruit and remarkable acidity. Louis Jadot produces a classic style of Pouilly Fuisse by showing complex flavors of green apple, citrus assortments, white peach, with shades of apricot and roasted almond. The wine is balanced with just the right integration of oak, lively acidity and mineral. Regular \$24.99

\$19.99

**For an additional savings
Treat yourself to
“One Bottle Each”
of all six wine regions**

\$106.00
net

