

RETURN SERVICE REQUESTED

Join our wine club!

Each month, Emily selects 3 wines we think are special and that you are sure to enjoy. All wines that we pick come complete with tasting notes and serving suggestions. Though all of the wines may be purchased separately, members receive a substantial discount on their package every month. This package consists of the three wine picks and one of our gourmet items selected for your sampling pleasure. The cost of the wine club package each month is \$45 (the cost separately is \$50-60); save money on the picks each month, plus a discount on each featured bottle purchased! If you are a member of our wine club, you'll also get the first peek at special items here in the store, as well as a guarantee that you'll receive the 3 wines each month (sometimes they do run out!) Wine club gets you extra access to everything in the store, including events! Please ask us if you'd like more information or to join--it's the best deal in town! For even more savings and great wines at a different tier, take a look at our new Premier Cru wine club level!

PRSRT STD US POSTAGE PAID ATHENS GA PERMIT NO. 51

hiraz FINE WINE & GOURMET

Ô

Ó

Ó Ó

Ô

 $\hat{\mathbf{O}}$

Ô

Ô

Ô

Ô

Ô

 \hat{O} \hat{O} \hat{O}

Ó

Ô

0

000

AUGUST

ww.shirazathens.com

3

Ô WINE CLUB SECRETS

Many of you have heard a lot over the years about our wonderful wine club and what it has to offer. For one low price, we pick 3 wines and a food every month at a substantial discount. Members also enjoy increased savings on cases of wine. But what about the other benefits? Shiraz offers a lot of perks to members on a regular basis, but if you're not yet in the club, you might not be aware of what you really get for your money.

We occasionally have events for members only. We had an anniversary party where we poured 12 high-end wines for them; when the allocations of Raul Perez wines come out an invite is extended to members to taste them (we're the only place in the country where you can taste these before you buy); we had a holiday preview night for them to pick their gifts early; and more.

We have special deals on some major events for wine club. Benefits for past events have included: \$25 off each seat for our Georgia wine tour; a gift certificate for participation in a tasting; we've added a VIP area with even better wines for a party; \$10 off a wine seminar; doubled tickets in drawings for door prizes; and even \$15 off a cooking class taught by Emily. Even for our weekly wine tastings, members get a perk with extra large, breathable wine glasses!

We also have advance admission from time to time for events. Last year's Ole party included a champagne meet and greet before it started for wine club; when Kevin Mitchell of Kilikanoon came to the store their party started an hour before the announced time; so did the tastings with Vinum Cellars and the M Series. We even give special pricing on some deals we give at events

We always say wine club gets "first dibs", but what does that really mean? Ojai, Kilikanoon, Molly Dooker, and Melville are examples of ones we give advanced notice of. Just last week wine club received an email about some highly rated Spanish wines with special pricing. Any time we have limited wines, wine club has a week or two to claim it before the rest of the world knows it's available. Sometimes they buy it all before we can put it in the store!

What's coming up this year for members? A tasting of this year's allocation of Raul Perez, taste the best white selections for winter-ever, a Holiday preview night party, advanced admission to meet Spanish winemaker Juanjo Pinol, and more! See us for how to join—it's still the best deal in town, and getting better all the time!

UPCOMING EVENTS

AUGUST 7 AND 8 A NORTH GEORGIA WINERY TOUR

Every two years, we charter a bus for fantastic trip to visit our favorite wineries in the North Georgia mountains. Our 2010 tour includes 7 wineries in Dahlonega, Helen, and Clayton, plus a hotel stay. All meals, taxes, tips, transportation, and hotel are included.

\$275 per person; \$250 for wine club

THURSDAY, AUGUST 26

A special screening of BLOOD INTO WINE at Cine, a special documentary/ comedy.

Join Multi-Platinum recording artist Maynard James Keenan (Tool, A Perfect Circle, Puscifer) and winemaker mentor Eric Glomski as they pioneer the long road to bringing credibility and notoriety to the Northern Arizona wine region.

See it before the movie is officially released!

Prior to the movie, we will have a tasting of the small production Arizona Stronghold and Merkin Vineyards wines.

THURSDAYS AT SHIRAZ

Every Thursday, starting when we open at 11, we have fresh (never frozen) fish delivered--check our emails for the catch of the week. These selections will change weekly, but they will always be fresh--and delicious.

Only \$20 per person, including tasting--and wine club members save \$5 on a pair of tickets!

This is our first ever movie event-come out and support us for a special night!

RSVPs available now through Shiraz. Seating is limited, so reserve your seats before the event is announced publicly.

WEDNESDAY, SEPTEMBER 22

A Row 11 Wine Dinner at Big City Bread with special guest Sharon Marsowicz mark your calendars-more details to follow

Call us for reservations at 706-208-0010.

And drop in any Saturday between 1:00 and 5:00 p.m. for our theme wine and food tastings.*

*Our wine tastings are for educational purposes only.



"Let's see what it tastes like. . . whoa!"

-James Sucking (Wine Spectator), trying a Merkin Vineyards wine for the first time (in Blood Into Wine)

ASK US ABOUT WINE CLUB! 706-208-0010 OR EMILY@SHIRAZATHENS.COM EMILY'S WINE CLUB SELECTIONS FOR

AUGUST

Zestos Blanco 2009 100% Malvar Vinos de Madrid, Spain

Melon, white flowers, and a grassy note make a crisp, lean, super-dry white. Fuller-bodied, you won't miss the oak that's not there, but you'll love the white pepper and fennel. Why such a great value? Most people are unaware of the wine in Madrid. Take advantage—and enjoy! Try it with watermelon feta salad, seafood, or tapas. **\$9.99**

Fitapreta "Sexy" 2007 Alentejano, Portugal 50% Touriga Nacional, 25% Aragones, 15% Cabernet, 10% Syrah

The bluish-purple fruit is brightly floral on the nose, but ultra, ultra smooth on the palate. Soft black fruit is accented by a hint of spicy vanilla cream and completed with a firm texture. Lush and voluptuous, I can see why they call it sexy. In true Portugese fashion, it works with all kinds of grilled food—mole sauce, anyone? **\$14.99**

Merkin Vineyards Chupacabra 2006 California (actually a blend of CA and AZ) 80% Cabernet, Petit Verdot,Petite Sirah, Valdique, Cabernet Franc, and Zinfandel

This winery is famous for its winemaker, Tool's lead singer, but the wine has heaps of character. Writers desk smells lure you in with smoke, pencil lead, and ink. Hefty black ashen fruit and super deep black berry also have a note of cranberry on the finish. The AZ juice comes from Page Springs, a vineyard known for organic Rhone grapes. What is all the hype about? Check out our movie night at Cine this month!! (see events section)

\$20.99

Wine Club Premier Cru Level!

Prieler Blaufrankish Johanneshohe 2007 Burgenland, Austria

Ay heady nose, with cotton candy, pencil lead, and smoke. A creamy mouthfeel, with dark red and blue berries. Silky smooth and flavor, it gets drier and bigger on the finish; taste bitter chocolate and dried cherries. Great balance that lingers. What a great food wine! Try this minty, peppery wine with all sorts of food on the grill. "What Sauvignon Blanc would be if it were red." **\$24.99**

This Month's Feature:

Exopto b.b. (Big Bang) 2007 Rioja Alavesa, Spain 50% Garnacha, 40% Tempranillo, 10% Graciano

BB has been in wine club more than any other. See why! From the coolest part of Rioja, the wine has expressive aromas and concentrated but elegant flavors. Saturated purple, with intense floral and berry aromas. Vanilla, cherries, and cola are enriched even further with full, sweet, integrated tannins. A ripe mouthful of fruit, it's great with all matter of foods, especially grilled meat and smoky sauce. One of my favorites, I'll never have it at such a low price again---irresistible!

\$17.99

wine club deal of the month = \$14.99 PLUS = take an extra 5% off solid cases of bb.! (that gets as low as \$11.25!!)

This month's featured brews:

VICTORY, Downington, PA

Hop Wallop Very Hoppy Ale Big beer, but soft and round. Cloudy and aggressive with piney banana / tropical flavor. A Victory seasonal; it pairs nicely with food, or can cool you off. \$11.99 / 6-pack

Golden Monkey Tripel Ale A ripe mouthful of yellow fruit and spices. Yellow apple, golden raisin, and a hint of rich Belgian-style candied finish. For the serious and novice alike. \$11.99 / 6-pack

SMUTTYNOSE, Portsmouth, NH

Summer Weizen Ale

Brewed with chamomile--extremely pretty flowers and tropical fruit. It gets drier through the palate, without wheat beer sweetness—just clean and refreshing. \$9.99 / 6-pack

Old Brown Dog Ale

Not heavy, nutry, over-the-top brown here! Malty and lightly creamy profile, it has only the smallest touch of caramelized flavor. The dry, dry finish has only a touch of bitterness for character. \$9.99 / 6-pack

This month, beer club gets 12 pack, plus a package of American Vintage Beer Biscuits! A \$28 value

TASTE WHAT THE WINE CLUB ALREADY KNOWS--OUR PICKS ARE DELICIOUS!

THE FIRST SATURDAY OF EACH MONTH, THE WINE TASTING WILL STAR THE WINE CLUB PICKS! JOIN US ANYTIME BETWEEN 1 AND 5 P.M.

SHIRAZ'S RECIPES FOR **AUGUST**

Mole has the ability to turn even bland meat or simple roasted potatoes into an exotic dish. Authentic sauce takes 2 days to create, but this is ready to use: make a simple dish of meat, tomatoes, and sauce over rice; pour over roasted turkey or chicken; bake eggs in canned diced tomatoes with mole and serve over garlic bread; or add to shrimp, bell peppers, and onion. Mexican Mole is only \$5.99, and is included in this month's wine club.

FISH WITH MOLE

2 6 oz fillets Tuna, Swordfish, or other meaty fish 2 Tbsp. olive oil

- 1 Tbsp. Rothschild Mexican Mole Simmer Sauce
- 1/8 tsp. smoked paprika

Heat 1 T. oil over medium heat. Dust fish on both sides with paprika and a pinch of salt and pepper. Sear on both sides until cooked through; meanwhile, mix remaining oil and mole. Top with mole sauce and serve with mexican summer vegetables.

MEXICAN SUMMER VEGETABLES

- 1 yellow squash in 1/2 inch matchsticks
- 1/2 red onion, diced
- 1 jalapeno, in a rough dice
- 1 Tbsp. olive oil
- 1/8 tsp. smoked paprika

Heat oil over medium heat. Saute all vegetables in the pan until onions soften and squash starts to brown, about 5 mins. Add paprika and a pinch of oregano and serve with anything cooked with mole sauce.

SPINACH ENCHILADAS

1 10 oz pkg chopped spinach, thawed and drained 1 can black beans, lightly drained

 $\frac{1}{2}$ red onion, chopped and sauteed in 1 tsp. olive oil 1 cup ricotta cheese

 $\frac{1}{2}$ cup (6 oz) shredded jack or cheddar cheese

- 12 6 in. tortillas
- 1 bottle Rothschild Mexican Mole Simmer Sauce

Preheat oven to 400 F. Heat tortillas 20 seconds in the microwave. Mix first 5 ingredients and divide bean mix among them. Roll the tortillas and place them seam side down in a baking dish; pour mole sauce over the top and bake 15 mins.

SLOW COOKER BEEF MOLE

- 1 ½ lbs. flank steak, cut in half
- 1 med. onion, chopped
- 1 green pepper in strips
- 1 jalapeno, chopped
- 2 cloves garlic, chopped
- 1 bottle Rothschild Mexican Mole Simmer Sauce
- 1 Tbsp. fresh cilantro, chopped

tortillas, cheese, limes, cilantro, and diced tomatoes

Season the steak with salt and pepper, and place in the bottom of a slow cooker coated with non-stick spray. Add the next 4 ingredients and pour mole over the top. Cook on low 8-10 hours on low or 4-5 hours on high. Serve with tortillas and choice of toppings.

The Mouse Trap - Rani Bolton

Here is some shocking news - it is August and in Georgia it is hot. Perhaps you just finished a vacation, or perhaps a staycation is in your cards this year. Regardless, we all deserve to get away. Here is a recipe will sail you off to Greece in 25 minutes. Embrace the Georgia heat, prepare this salad and select a bottle of wine and go outside on your porch, deck , or front stairs and pretend you are at a waterside tavern. Enjoy!

Crisp Watermelon and Feta Salad

4 slices chilled watermelon 6 ounces feta cheese, roughly broken into small cubes 1/3 red onion, finely sliced handful of mixed seeds, such as pine nuts or sunflower seeds, toasted 12 black olives mixed green salad

Cut the rind and the white flesh from the watermelon. Seed and cut into small cubes.

Add the feta cheese, chopped onion, nuts and seeds and black olives to melon.

Cover and chill the salad for 30 minutes in the refrigerator before serving.

Serve on a bed of greens. Drizzle with a dressing of olive oil, lemon juice and red wine vinegar.