

UPCOMING EVENTS



THURSDAY, DEC. 7 – SATURDAY, DEC. 9 SHIRAZ HOLIDAY OPEN HOUSE!

Join us as we have three days full of gourmet samples, specials for the holidays, wines to try, yummy punch, and some holiday cheer! A stress-free start to your holidays.

- Save on all chocolate holiday giftsets!
- Selected wines and champagnes on discount!
- Selected gourmet food items on sale!
- Wine club gets the extra VIP treatment all week!
- EARLY BIRD SPECIAL--SAVE 10% ON HOLIDAY GIFT SETS NOW-12/09!

A CHAMPAGNE BRUNCH AT MAMA'S BOY SATURDAY, DECEMBER 9 AT 9:30 A.M.

We'll be enjoying a casual brunch at our favorite place for breakfast, complete with bubbly to get you ready for your own holiday soiree. Pajamas aren't just allowed – they are encouraged, and we'll have a special door prize drawing for those who come in their jammies. And the casual atmosphere continues

throughout the day at Shiraz for the open house. We'll have door prizes that day for those who shop in their P.J.'s! Join us for the last stress-free day of the year!

**Brunch is \$25 per person, all-inclusive.
RESERVATIONS AVAILABLE NOW AT SHIRAZ.**

SHIRAZ HOLIDAY HOURS

Closed December 25-26 for Christmas; reopen Wednesday, December 27 at 11 a.m.

Closed Monday, January 1; reopen Tuesday, January 2 at 11 a.m.

Call us for reservations at 208-0010.

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

**Our wine samplings are for educational purposes only.*

Shiraz
675 PULASKI ST
SUITE 400
ATHENS GA 30601

RETURN SERVICE REQUESTED

JOIN OUR WINE CLUB!

Each month, Emily and the staff here at Shiraz select 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; this month the value is \$57 – save \$12 this month alone) 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!) Please ask us if you'd like more information or to join--it's the best deal in town! This month, the featured gourmet item is Stirrings Lavender Martini Cocktail Essence. It has versatility in many drinks and in recipes!

PRSRT STD
US POSTAGE PAID
ATHENS GA
PERMIT NO. 51



"Once, during Prohibition, I was forced to live for days on nothing but food and water."

-W.C. Fields

www.shirazathens.com

We frequently celebrate 3:32 p.m. Why on earth would we do that? The 18th amendment, Prohibition, was repealed at 3:32 on December 5, 1933. So why the goodwill over such an ambiguous date? The "noble experiment" did a lot of damage to the United States—including an increase in the drinking rate! So consider it the Wine Store Owner's July 4th, if you will...

For us, the most powerful cost of prohibition was the ruin of early wineries in California. Though some found ways to get around it: two examples are the Mondavi family, which sold wine grapes to Italian families on the East Coast so that they could make their own wine at home (the label found on the crates is the label of the new "Bocce" wine), and Lolonis, which sold its grapes to supermarkets around the country to stay in business. But many wineries did not survive the 13 years of a dry America.

Another reason that the ban went south was the lowering of standards. Not only did Americans forego beer or wine (say it isn't so!) for hard liquor, simply because it had more punch per drink, but the illegally made products had no standards to follow. I think the best story might be the liquor sample sent to a lab for analysis by a potential buyer with the response: "your horse has diabetes."

And should we forget the crime? Al Capone took in \$60 million (while the average industrial worker made less than a grand a year); federal convicts increased 561 percent; and the crime rate overall was two times what it was before prohibition.

There were twice the number of speakeasies than there were legal bars before the ban.

Even drunk driving increased during the the time that drinking was illegal!

Prohibition was defended as a war measure, although more taxes were made on liquor than on liberty bonds. But there are more funny stories to share: Milwaukee's Brewers (think the king of beers) were named "the worst of all our German enemies; the Speaker of the House of Representatives owned and operated an illegal still; and the jurors in a bootlegging case drank the evidence, reportedly to prove whether or not the evidence contained alcohol (as there was no evidence left, the defendant was acquitted).

People went to extremes, rewriting the Bible to remove references to alcohol, including that Jesus drank wine; school had to remove the fact that physicians sometimes prescribed alcohol, and colleges removed references to alcohol in Greek and Latin texts. But it didn't work. No wonder I found a paper entitled: "Prohibition in the 1920's: Thirteen Years That Damaged America."

DECEMBER 2006

ASK US ABOUT WINE CLUB!

706-208-0010 OR

EMILY@SHIRAZATHENS.COM

EMILY'S WINE CLUB SELECTIONS FOR

DECEMBER

DOMAINE DE LUBAC BRUNE ET VINCENT LES BRUNEAU CAIRANNE COTES DU RHONE VILLAGES 2004

Syrah, Grenache, Mourvedre, Old Vine Carignane

A lush wine with a Bourbon-esque nose of red flowers and charred vanilla commands your attention. "Pretty" and "soft" define it best—but the wine is not weak or watery, just relaxing, subtle, and warm.

The old vines provide mouth-coating, spicy, raspberry, citrus, rich ripe red fruits, and licorice. The finish goes on forever, and the wine just opens up more and more—if you can wait that long! Try it with Peppered Lavender Beef for a beautiful sensory experience.

\$18.99

CAVES DE PAPES HERITAGE COTES DU RHONE 2003

Rhone Valley, France

70% Grenache, 25% Syrah, 5% Mourvedre

"Cellars of the Popes," they've used traditional methods since 1859, with intensity, spice, and depth balanced by roundness of fruit. When first opened, it is a lean, mean little Cotes du Rhone, with a meaty, tannic structure, stones, spices, and herbs. It opens up with purple and white flowers and smoky, tarry notes. The finish is meaty, leathery, and chalky, with dried herbs de provence. Try this with anything infused with Lavender Essence.

Regular Price \$14.99

This Month Only \$9.99

GLATZER GRUNER VELTLINER 2005

Carnuntum, Austria

Glatzer makes brilliant wines that aren't intended to be cellared or analyzed—they are meant to be drunk and loved. This one showcases 2 characters rarely seen in a single vintage, as it is ripe with fruit

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.

and drinker friendly, yet zingy with acid and a classical European structure. The rich, smooth flavors are full of orange and strawberry flavors, along with a bright, mouthwatering acidity and fresh cracked black pepper. This is in addition to classic citrus and mineral notes. Gruner is one of the best food wines out there—it's good with everything. And I just love it with cheese or Asian fare.

\$12.99

This Months Featured Wines:

VINUM RED DIRT RED 2004

Oakville, California

48% Syrah, 30% Mourvedre, 22% Grenache

A very un-California-ish Syrah blend—made in a Chateauf-neuf-du-Pape style by the francophiles at Vinum Cellars. The result is a powerful wine that still manages elegance and purity. Aromas include ash and gravel, flowers, leather, cassis, and black raspberries. The flavors explode in your mouth with red and purple fruit, as well as chocolate, minerals, and bacon, finished off with hints of tar and hard spices. The endless finish of plums, cranberry, clove, and white pepper has heavy, lingering tannins that make me believe it will cellar well. Only 375 cases were made. Perfect with Southern France Lamb, and great with steak or Provençal Pork Chops.

\$29.99

(A SHIRAZ EXCLUSIVE!)

Wine Club Deal of the Month: \$26.99

BRIDLEWOOD VIOGNIER RESERVE 2005

Central Coast, California

Viognier is such a perfect holiday crowd-pleaser, and this is no exception! A delightful wine with a heavy nose, full mouthfeel, and a crisp finish, it pairs well with a vast variety of rich or spicy foods. The nose is rich and full with dried apricots, and this fullness continues with flavors of litchi nuts, fresh peaches, and even honeycomb. The viscous nature seems as it will end with sweetness, but instead, the wine has spice, acid, and citrus to finish it off. Serve it with a cheese platter, chicken or other fowl, or spicy or creamy seafood dishes.

\$19.99

This month only: \$16.99

Wine club (extra) deal of the month: \$14.99

SHIRAZ'S RECIPE IDEAS FOR DECEMBER

We are featuring Stirrings Lavender Martini Cocktail Essence. Lavender, a member of the mint family, is used often in traditional French cooking. It can be substituted for rosemary in any recipe, or can be added to any dish that calls for herbs such as rosemary, sage, fennel, savory, and thyme. Cocktail Essence is \$14.99 a bottle--and is automatically included in Wine Club. I hope you have much fun playing with it in your kitchen as I did!

PEPPERED LAVENDER BEEF

1 lb. beef, cut into pieces (stir-fry pieces cut into half work)

1 T. Olive oil

3 T. Peppercorns, mixed colors

2 T. Fennel Seeds

1 T. Dried Thyme

2 T. Stirrings Lavender Martini Cocktail Essence

Grind pepper, fennel, and thyme in a spice grinder, coffee grinder, or food processor. Heat olive oil in a large frying pan on medium heat. In the meantime, dip each piece of beef on one side in spice mixture. Put each piece, spice side down, in pan, cooking for about 1-2 minutes. Turn the pieces over, and add Lavender Essence to deglaze the pan. Cook for another 2 minutes, and remove beef. Wilt spinach or sautee snow peas in the remaining oil mixture, and serve with greens and mandarin oranges.

Serves 4

LAVENDER TEA COOKIES

1 c. butter, room temperature

2/3 c. sugar

1 t. vanilla extract

1 t. lemon zest

1 t. Stirrings Lavender Martini Essence

2 c. all-purpose flour

1/8 t. salt

Lavender Frosting (see below)

Cream together first 5 ingredients. Add flour and salt and mix well. Preheat oven to 325 and roll dough on a lightly floured surface until about 1/4 inch thick. Cut into circles and put on an ungreased cookie sheet. Bake 15-20 minutes or until cookies are lightly

browned around the edges. Remove from oven and cool. Then frost.

Lavender Frosting

2 c. powdered sugar

1 egg white, room temperature

2 T. Stirrings Lavender Martini Essence

In a small bowl, beat all ingredients until smooth and thick. Spread on cooled cookies and let set for about 30 minutes.

Store the cookies at room temperature in an airtight container.

makes 2 dozen cookies

PROVENÇAL PORK CHOPS

4 Pork chops

2 T. Stirrings Lavender Martini Cocktail Essence

2 T. dried herbs (such as savory, sage, and oregano)

1/4 t. each salt and pepper

1/4 c. flour

Olive Oil

Heat a large frying pan on medium, with enough olive oil to just cover the bottom of the pan.

Mix herbs, salt, pepper, and flour together in a shallow bowl. Brush each pork chop with lavender essence and dip both sides of each chop into flour mixture. Cook for about 4 minutes on each side or until cooked through.

SOUTHERN FRANCE LAMB

4 Lamb Chops (can be purchased at Publix or Earthfare)

2 T. Stirrings Lavender Martini Cocktail Essence

2 T. dried herbs (such as thyme and rosemary)

3 T. Dijon mustard

1/2 t. Black pepper

1/2 t. Kosher salt

1 clove Minced garlic

Marinate the Lamb in the Cocktail Essence, basting until all the juice has soaked in. In the meantime, combine all other ingredients in a bowl. Preheat the grill (or a pan with cooking spray at medium-high). Rub each chop with mustard mixture and grill 4 minutes on each side.