

Shiraz
675 PULASKI ST
SUITE 400
ATHENS GA 30601

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!

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.

PRSR STD
US POSTAGE PAID
ATHENS GA
PERMIT NO. 51

Shiraz
FINE WINE & GOURMET

"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*)

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!

www.shirazathens.com

AUGUST 2010

**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.*

