



675 PULASKI ST
SUITE 400
ATHENS GA 30601

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THANK YOU

for your support of our locally owned and operated, family-run, independent business.

WE LOVE REFERRALS!

You are our best and most effective marketing program! Please tell your friends, family, and colleagues about what we're doing here at Shiraz.

P.S. check out our wine clubs!

UPCOMING EVENTS



FRIDAY, JULY 22

A special tasting of Horse and Plow Wines at Shiraz! Chris Condos, winemaker at Vinum Cellars, is on his second vintage with his new venture. Shiraz is one of 2 venues in the state of Georgia lucky enough to get any; we will sample '09 Old Vine Zin, '09 Old Vine Petite Sirah, '09 Old Vine Grenache, '09 Old Vine Carignane, '10 Rose, '10 Sauvignon Blanc, and '10 Pinot Gris. This is a must for white and red drinkers alike!

\$15 per ticket; Wine club members only

Wine club tastings at 5:30 and 7:00 p.m.; Cru level only tasting at 4:00 p.m.

Limited to 16 tickets per tasting

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.

**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.

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www.shirazathens.com

JULY 2011

What is The Summer of Riesling?

A love affair expressed in full Technicolor of the world's greatest grape.
www.summerofriesling.com

The "Summer of Riesling" was created in 2008 by Manhattan restaurateur Paul Grieco, General Manager of Hearth Restaurant, Terroir Wine Bar East Village, and Terroir Tribeca. That year, the ONLY white wine that Terroir customers could get was Riesling—30 wines by the glass and 100 by the bottle.

The following two years the program expanded in various ways, including enlisting 14 other Manhattan wine bars as part of the celebration, a concert where the only alcoholic beverage was Riesling, and visits by the German Wine Queen.

Never content with the status quo, Paul has taken Summer of Riesling national, with support from the International Riesling Foundation. More than 150 top restaurants will be participating in the 94-day celebration in 20 states. There has even been interest among restaurants overseas—but that's for next year.

Participating restaurants include some of the country's most famous: Spago Beverly Hills, Restaurant Gary Danko and Slanted Door in San Francisco, The French Laundry in Napa Valley, Websters Wine Bar in Chicago, B & G Oysters in Boston, Wild Ginger in Seattle, and, in New York, Bar Boulud, Craft, and Daniel—along with Terroir, of course.

The restaurants will feature at least three Rieslings by the glass throughout the entire summer, along with their bottle selections; many are offering even more. The restaurants select the wines they wish to feature, which may remain the same or change during the three month period.

At Shiraz, we are proud to participate in Summer of Riesling 2011! Every day until September 22, we will pour a flight of 3 Rieslings for only \$5. For another \$5, enjoy a delicious cheese/ appetizer plate, as well as a sticker, tattoo, or button to take home. Join us each week for a new lineup of Rieslings of all shapes and sizes! And. . .

They say it takes 30 days to acquire a new habit. So embrace the path to self-improvement with "The 31 Days of German Riesling," a celebration of Germany's most famous wine varietal.

For the month of July, 2011, restaurants across the United States will promote German Riesling in a myriad of ways, such as offering by-the-glass specials, flights, food and wine pairings or discounted bottles.

At Shiraz, we will feature German wines exclusively as a part of our Summer of Riesling – and as our annual celebration of Germans in July! So raise a glass to "The 31 Days of German Riesling" - a new habit you'll never want to break!

"Because no wine is greater than great German Riesling. Because no wine offers better value than good German Riesling. Because no wine is tastier with most of what you eat than German Riesling."

- Importer Terry Theise

ASK US ABOUT WINE CLUB!

706-208-0010 OR

EMILY@SHIRAZATHENS.COM

EMILY'S WINE CLUB SELECTIONS FOR

JULY

Oakley Four Whites 2010

California

Palomino, Sauvignon Blanc, Malvasia Bianca
and Viognier

Another wine you'll love from the Cline family, it was released this month. Aromas of honeysuckle and ripe canteloupe are accented by lime peel. It is extremely dry, firm, and aromatic. The Italian varietals really stand out in this blend, with the crisp, dry mouthfeel and the chalky finish. A great wine to enjoy on a summer evening.

\$10.99

Valle Perdido Malbec Reserva 2006

Patagonia, Argentina

This is my favorite Malbec on the market for under \$30, and is perfect for your cookouts over the summer. The nose is intense, with pencil lead and grassy herbs. The palate, however, is full of hot chocolate, blackberry, and currants—it is big and still crisp. The finish lingers softly, with notes of orange peel, violets, and bitter chocolate.

\$19.99

Chateaux La Croix Blanche 2009

Montagne, St. Emilion

80% Merlot, 20% Cabernet Franc

Deep and darkly earthy aromas of plum, prune, and dark cherry evolve into round, ripe flavors. It opens very quickly, and becomes smooth and full. Mulberry, cherry, currant, and dark spice box have a big finish as well. Try it with rich, savory dishes (think pork tenderloin in mushroom cream) or roasted veggies this summer. This is a steal for Bordeaux!

\$13.99

This Month's Feature:

This month, we are proud to be a part of the 31 days of German Riesling and are happy to share some extra benefits with our beloved Wine Club as part of our celebration of Germans in July! As this month's feature, club members get **10% off ALL German Rieslings** purchased during the month of July! So, use our flights every week as a guide and pick out your very own feature!!

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

**THE FIRST TASTING OF EACH MONTH WILL
FEATURE WINE CLUB SELECTIONS**

JOIN US ANYTIME BETWEEN 1 AND 5 P.M.

Wine Club Premier Cru Level!



Boekenhoutskloof Cabernet 2008

Franschhoek Valley, South Africa

This beautiful Cab just keeps getting prettier. French Huguenots planted the first vines in 1776; the grapes for this Cab were picked over the course of 17 days and aged for 27 months in new French oak. Cassis, cedar and tobacco are all here, with a velvety, silky, pure fruit profile. The only downside is the availability—the cult following leaves very little, and we could only get enough for Cru.

\$54.99

JULY'S BEER CLUB!



Each month, we select 2 breweries that we think are worth noting, and pick 2 beers from each of them that are delicious and geared for the season. On average, beer club members receive a mixed 12 pack, but bottle size and pricing sometimes alter the package. What is consistent is 4 great beers valued between \$25 and \$30, tasting notes, and a pickup starting the first of the month. Beer club is \$25 a month; Wine club members who also join beer club also get an extra 10% off all beer purchased at Shiraz. **This month, beer club gets 1 each of the big beers (2 1/2 to 3 beers each) and 2 of the Rogue XS series, a \$28 value.**

MOA, New Zealand

Blanc Wheat Beer

Made from 65% wheat malt and 35% barley malt. Fruity, clean, and mild, it has citrusy notes and that cloudy German look to it. Soft, pretty and light—this is a great beer for a hot summer day. 5.5% \$6.99 / 750 ml.

Noir Lager

Not too big for a dark beer for summer, it's got nutty, chocolatey flavors backed by an espresso roast texture. The crispness of the Lager comes through on the crisp, refreshing, almost effervescent finish. 5.5% \$6.99 / 750 ml.

ROGUE, Oregon

Morimoto Soba Ale

From an Iron Chef partnership comes a sincerely unique beer made with toasted, nutty soba. Citrus, flowers, and a slightly fruity taste makes me crave scallops or other fresh seafood. It's soft, juicy, and medium-bodied. Very limited. 4.8% \$5.99 / 22 oz.

McRogue Scotch Ale

Creamy, with chocolate and oatmeal flavors, it has a full, spicy texture on the palate. This made me think of a dark & stormy, with the grapey, milky, chocolate aromas. A good example of an oak-aged Ale. Very limited. 7% \$3.99 / 7 oz.

SHIRAZ'S RECIPES FOR JULY

This month's featured food item is Brittle. Period. A true local product, this is made in nearby Statham. The peanut and pecan brittles are even made with nuts from Georgia. It is all natural, handmade, and delicious! Brittle has four flavors: macadamia, pecan, peanut, and cashew. While these yummy nut snacks make a great dessert on their own, they can also be combined with other desserts for added flavor. Try some mixed in with vanilla ice cream; layer with pudding and strawberries; layer with yogurt and oranges; or try one of the simple recipes below. Brittle is \$5.99 a box, and each member of wine club will have their choice of a box of brittle this month.

LOW FAT VANILLA WHIPPED CREAM AND BRITTLE TOPPING

1/2 cup Qimiq Whip

2 T. vanilla

1/4 cup brittle, crushed

In a chilled metal bowl, whip the Qimiq with a hand mixer. Gradually add vanilla and beat until peaks form. To serve, put a dollop of cream on each dessert and top with brittle pieces.

ROASTED PEACHES WITH HONEY

1/2 cup dessert wine

1/3 cup honey

1/2 teaspoon each orange zest and vanilla

3 peaches or other fruit, pitted and cut into wedges

Whipped cream and brittle for garnish

Heat oven to 350 F. Combine wine, honey, and spices and pour over the fruit in a baking dish. Roast and baste for 30 min. Cool. To serve, divide peaches onto four plates and drizzle with syrup. Top with cream and a large wedge of brittle.

Introducing Premier Cru White Wine Club!



After some time examining the 2010 vintage in Germany and Austria, I noted many great white wines outside the realm of possibility for wine club because they were just a little too expensive. And it occurred to me that this was exactly the reason Premier Cru wine club was established in the first place. Now, we promised that Cru would always be a red wine, so we are adding a White Wine Premier Cru Wine Club! We will continue to offer the mixed bag of regular wine club, as well as divided crus. Feel free to be a part of both! The crus will be the same cost, with equal benefits. You can sign up this month—White Cru Level will begin in August 2011!

The Mouse Trap - Rani Bolton

8 Simple Tips for Buying Cheese

1. Patron a cheese shop with a staff that wants to support your education of cheese and will let you taste their cheeses.

Most of us don't even think twice about asking for wine advice at our favorite wine shop. Start thinking the same way about cheese.

2. Get to know the person who sells you your cheese. As with a good sommelier, he/she will learn your tastes and will make educated suggestions. This will result in time and money well spent vs. an expensive disappointment in non customer focused environment.

3. Ask to try a different cheese every time you go into a market that sells cheese.

Sample one or two new cheeses whenever you visit the cheese shop can help expand and educate your palate and expose you to cheeses you might otherwise not have tried. Take notes! See below.

4. Start with the three main milk types (goat, sheep or cow). Figure out which you like best, second, third. If there is one you really dislike, fine, you just made it easy for future choices.

Each of the three main milks used to make cheese has its own unique characteristics and flavor profiles which, of course, show up in the resulting cheese. I know I lean towards hard goat cheeses so I try other hard cheese from different milks to see how they differ from each other

5. Try different textures (soft, semi-soft, hard) to see which you like best.

The texture of cheese can run the gamut from extremely hard and granular (think Parmesan Reggiano) to runny (think aged Brie). Texture certainly plays a part in what you think is a great cheese.

6. Try the same cheese from different countries. You will be surprised at some of the differences.

Just like wine, the flavor of wine is affected by terroir—the climate, the slope of the pasture land, the diet available to the animal. Try three blues and see how they are alike and not.

7. Experiment with food and wine. Different cheeses go better with some foods and wines than others.

I have planned dinner parties around the cheeses I wanted to serve. Ask the staff at Shiraz what might work best with what you have in mind.

8. Enjoy documenting your discoveries of what you like or would prefer to never have again.

Start your own a cheese journal to keep track of your own preferences.

Name of Cheese
Where Purchased/Sampled
Producer/Location/Origin
Milk Type
Texture
Physical Description
Flavor Profile
Wine/Food Pairings