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# DO YOU WANT TO RECEIVE A COPY OF OUR NEWSLETTER IN YOUR MAILBOX?

We are trying to be more green at Shiraz!

If you would like to CONTINUE to receive our newsletter by snail mail, we will be happy to do so, as we will continue to print them for you. Just let us know before December 31 and we will put you on the new list!

However, if you would rather view them on our website Newsletter Archive or pick one up in the store, you can simply do nothing.

Once again: if you want this = call, email, or come by! If you don't want it = do nothing.

Cheers!

# **UPCOMING EVENTS**

#### **THURSDAY, NOVEMBER 3**

6 - 8:00 P.M.

**A TASTING OF BELGIAN LAMBIC BEERS** with importer Kelly Hughes of Latis! Taste 3 different Lambics from Boon in Brussels: Kriek, Framboise, and Geuze. Free of charge.

#### FRIDAY, DECEMBER 2

# A GROWERS CHAMPAGNE TASTING AT SHIRAZ Don't know why growers is better? Need bubbly for the holidays? You need to be here!

5 P.M.; 6 P.M.: 7 P.M.

A Champagne Tasting with Michael MacNeill! Back by popular demand, we are doing three rounds in smaller tastings for more personal attention as you try the Growers' Champagnes Emily has selected for this holiday season. Taste 10 Champagnes with comments from Michael, alongside appetizer options great with bubbly and appropriate for festive occasions. Only \$35 per person. Limited seating, RSVPs necessary.

Includes appetizers with guest Rani Bolton of Inland Seafood. Appetizers may include cold smoked salmon, hard smoked salmon, lobster bisque, crab cakes, duck sous vide, smoked trout dip, tortas, and specialty cheeses.

#### 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.

# THURSDAY, NOVEMBER 17 A WINTER WHITES TASTING!!

Taste Emily's favorites from her trip to Germany and Austria this year. With special guest Kevin Pike of Skurnik Wines

3 seatings; 1st seating, cru level wine club only

First tasting 4:30-6 p.m., second tasting 6-7:30 p.m., third tasting 7:30-9 p.m. Limit 20 people each seating.

Try 11 wines ranging from \$20-47 each. Try everything from Roter Veltliner

Ity IT wines ranging from \$20-47 each. Ity everything from Roter Veltiliner (different grape!) to some vintage Rieslings never seen in the U.S. before. . . Here are some of the best white wines I've tasted all year—limited production, small allocations for the state—but you have the opportunity to taste them! This grouping of wines will be stellar—I went all the way to Germany and Austria to pick them out, and I'm really excited to share them!! Don't miss this opportunity to taste (and buy) what I thought were the best values of a trip where I had 700 wines to choose from! RSVPs essential.

\$20 per person

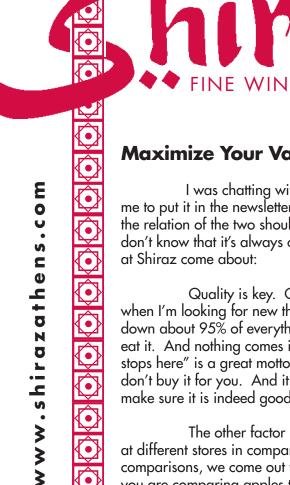
NOTE = GET TICKETS, Y'ALL—KEVIN IS WHO I TRAVELED WITH TO FIND THESE WINES, SO YOU WON'T WANT TO MISS THIS!!

#### SAVE THE DATE!

OUR HOLIDAY OPEN HOUSE WILL BE DECEMBER 8, 9, AND 10 See you there—I mean here!

# 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.



"Wine makes every meal an occasion, every table more elegant, every day more civilized."

-Andre Simon, "Commonsense of Wine"

### Maximize Your Value = the Highest Quality to Fit Your Budget

I was chatting with a customer recently about price and value, and she encouraged me to put it in the newsletter as a topic of discussion. The very fact that we were discussing the relation of the two should let you know that we think of it often in the store, but in case you don't know that it's always on my mind, let me share a few thoughts about how selections here at Shiraz come about:

Quality is key. Quality is the first (and almost only) thing we think about at Shiraz when I'm looking for new things to bring in, whether they be wine, food, or accessories. I turn down about 95% of everything I look at throughout the year, whether I look at it, drink it, or eat it. And nothing comes in the door here unless it is tried, tested, and approved. "The buck stops here" is a great motto I use when selecting anything here at Shiraz—if I wouldn't buy it, I don't buy it for you. And it has to go out the door in a bag with our name on it, so we want to make sure it is indeed good!

The other factor in dealing with value is price. I've spent a lot of time looking at different stores in comparison with ours, and I can tell you that every time we do price comparisons, we come out the same or lower than the other guy. No exceptions, as long as you are comparing apples to apples. Even a huge competitor known for low prices? They had a cheese we carry—same price. Buying local just got easier—and less expensive!

Speaking of value, the quality should be factored along with the price point. An example of this is our fresh fish every week. Now, you can easily find less expensive fish in town—or anywhere, in fact. But what are you getting? Have you ever realized "fresh" fish at the local grocer's cooler has been frozen, thawed, and under plastic wrap for a week? Our fish at Shiraz is wild caught or sustainably farmed, never frozen, usually sushi grade, and with no coloring, additives, or horomones. No wonder it's fresh for days in your refrigerator. . . a great value!

Trust that what comes in will be quality. Every time. Without fail. I wanted to put a list of top value items in the newsletter this month, but the truth is, everything we carry at Shiraz has been carefully scrutinized before it comes in to make sure it's a great value, as well as being delicious and something that we will be proud to sell you. If I find something better, the selection changes. We always are bringing in something new to expand your horizons. . . and palate.

Speaking of value, our wine club was touted as the best deal in town when we started it 6 years ago. Today, I can honestly tell you that it is still the best deal in town! Just ask some of our members—they will be only too happy to tell you what they enjoy the most about their experience here.

OCTOBER 2011

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

## **OCTOBER**

Sicoris 2009
Costers del Segre, Spain
37% Grenache, 28% Cabernet, 23% Tempranillo,
7% Merlot, 5% Syrah

A rustic red with bright tannin and accents of tobacco and tar, this wine is geared for the grill, game, and Mediterranean food. Dry, lean, and silty, it has bold flavors of cranberry, orange, and dried raspberry. A bold finish of cedar and spice box, plus violets, black cherry, and black currant is smooth and savory.

90 points, "Outstanding Value" –Robert Parker **\$13.99** 

#### La Quercia Montepulciano 2009 Abruzzo, Italy

From 500 Biodynamic acres of wine in Southern Italy, this is a classic fruity, dry, go-with-everything wine. Deep, dark purple color leads to lots of great dried herbs on the nose = basil, thyme, and anise, to pair along with boysenberry and blueberry. The finish has more dark sweet herbs, along with blackberry and black cherry. Silty, fleshy, creamy, and delicious.

\$14.99

#### Domaine Henri Naudin-Ferrand Aligote 2008 Burgundy, France

Made from 80 – 100 year-old-vines of 100% Aligote (the only white legally grown in Burgundy besides Chard), this is just so clean and minerally! It is slightly nutty, with a pretty, mouthwatering balance to it, full of lemon to quench the weight of the fruit. The winemaker, Claire, makes these to age—she just realeased the '08, and it should drink well into 2014. Cheers!

\$14.99

#### **OCTOBER'S BEER CLUB!**

In the spirit of our experimenting with different beers and cheeses this month, you get to choose your own beer club! Each beer club member gets a \$30 credit towards beer and cheese this month, to spend as you wish. Choose a little of both, all beer, OR all cheese!

Next month we will be back with the regular 12 pack of selections with 2 breweries and 2 beers from each.

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.

#### This Month's Feature:

Lageder Riff Rosso Merlot / Cabernet 2007 60% Merlot, 30% Cabernet Sauvignon, 10% Cabernet Franc

**Northeast Italy** 

From foothills formed by a reef (Riff), limestone shows in the backbone. Dark and fruity, it's not too tannic but it is heavy and rich. Black cherry and other dark fruits make it berry-focused with an earthy aroma. More quaffable than a lot of Italians, I like this both with and without food. And I think it's best with about an hour to breathe. P.S. there's a rumor there's a splash of Lagrein in this wine, an indigenous varietal. . .

Wine Club deal of the month = \$9.99!

#### **CRU LEVEL WINES**

Wine club members, did you know if you upgrade to Cru, you can now pick Red or White? So if you prefer white wines, we now have our special level for you.

If you are currently in Cru Red, you can add Cru White for only \$25 more a month—and enjoy ALL of the best wines we choose every month! (We call that CRU MAX) Cheers!

#### **Wine Club Premier Cru Level RED!**

#### Chateau Redortier Beaumes de Venise 2005 Rhone Valley, France 60% Grenache, 40% Syrah

Deep dark, purple color shows off the Grenache right away. Dark and juicy, pretty and smooth, you'd never guess it was aged in concrete, but it's seamless, start to finish. Deep, firm, and silty, it is laced with dark raspberries and laden with texture. After some time open, the pepper comes out, along with a heavier side, full of a gravelly firmness. This is a fantastic food wine, and I'd have a hard time (outside of light fish) ruling out dishes I'd enjoy with it.

\$29.99

Red cru level only deal of the month = \$19.99!

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#### Wine Club Premier Cru Level WHITE!

#### Jean Louis Chave "Celeste" 2008 St Joseph, Rhone Valley 100% Roussanne

Chave is one of the most respected in France, and has been handed down father to son since 1481. Heavy, smooth, and with a brilliant underlying acidity, this wine shows the balance and minerality of a lighter wine, while showing the heft of one more robust. Pear, tropical fruit, marmalade, and spice are accented by granite, white pepper, and cardamom. This is the only white Chave makes, and they only bottled 200 cases, so hurry! And try it with seafood for a truly magical experience. \$31.99

# SHIRAZ'S RECIPES FOR

## **OCTOBER**

This month's featured food item is Murph's Original Sauce. Originally created as an "Irish Steak Sauce," this is one of the most versatile things I've seen in a long while. It has 0 fat, no added sugar, and is organic to boot. Try it as a substitute for worchestershire sauce in any recipe, add to hummus, add to tomatoes for pasta sauce, or put on your potatoes. Great on a steak, it's also perfect for marinated cheese (just soak cheddar and feta!), chicken, potato hash, marinated vegetables. . . you name it! Murph's is only \$7.99 and is automatically included in this month's wine club.

#### **MURPH'S HOT HAMBURGER**

A restaurant named Murphy's Steak does a high-fat, highly wonderful version of this. I've never had theirs, but I took out the bread and made the gravy easy and very healthy. So don't feel guilty—just enjoy!!

- 1 pound precut fries
- 1 T. vegetable oil
- 1 pound ground beef
- 1 Tablespoon minced garlic
- 1 Tablespoon plus Willie's Hog Dust seasoning
- 5 T. flour
- 2 c. Murph's Original Sauce
- 2 c. water

Preheat oven to 425 F. Drizzle half the oil over fries, dust with Willie's, and cook for 30 minutes. Meanwhile, make the hamburger: Heat a pan on medium. Use a skillet that's not nonstick. Add other half oil. Form meat into 4 patties, using beef, garlic, and 1 T. Willie's Hog Dust. Sear on each side until the correct doneness is reached (or a little less, meat will set). Turn heat to medium-low and add flour; whisk for about 5 minutes until everything is mixed well. Add Sauce and water slowly while whisking until everything is integrated. Cook for about 10 minutes total, and add a little black pepper. Serve fries with burgers on top and then pour gravy all over everything!

#### **COTTAGE PIE**

Shepherd's Pie has lamb in it—this version is vegetarian. For a beef or lamb version, simply add 1 ½ pounds meat at the beginning, and use the drippings for the gravy instead of bouillon. It's delicious too!

- 3 large potatoes
- 2 T. olive oil
- 1 onion, diced
- 2 c. mixed vegetables.

1/2 cup Qimiq, crème fraiche, quark, or butter Vegetarian gravy (recipe to the right)

Boil water. Quarter potatoes, and boil for 20 minutes. Meanwhile, melt oil in a large frying pan. Add onions and cook for 10 minutes until soft. Add vegetables (in order of tenderness) and cook until ready to eat. Put vegetables in a baking dish (top with meat if using), and top with Vegetarian Gravy. Mash potatoes and add quark (my favorite) or other creamy ingredient to the mix. Top the dish with the potatoes. Bake at 400 F. for 30 minutes. If potatoes don't brown, broil for another 5-10. Serves 4.

#### The Mouse Trap - Rani Bolton

Here are some cheeses and beers for you to bring home and start trying it for yourself. You will have fun seeing how cheeses are high in fat, often creamy and almost always mouth coating. Beer, by virtue of its carbonation, is brisk and palate cleansing. Tell us what you think!

Here are the results from our recent Beer and Cheese tasting—best sets:

- Humboldt Fog, goat cheese with a layer of vegetable ash Wheat Beer—the fruity character plays off the richness
- Cave-Aged Gouda from Holland, aged 18 months All the beers--gouda is the most beer-friendly cheese
- Cambozola, one of our most popular, a blend of camembert and gorgonzola
   Barleywine—it's a little sweet and it toned down the bleu
- Pecorino di Fossa, a fave of Italian chefs, from Emilia Romagnaburied in earth caves!
   Farmhouse Pale Ale—hoppy beers love hard cheeses
- Carr Valley Snow White, 18 month aged Goat Cheddar Rich Copper Ale—the darker ale added heft to the smooth, rich cheese
- Beehive Cheese Co. Barely Buzzed,
   aged white cheddar rubbed with espresso and lavender
   Imperial Brown Ale--the coffee rub comes into play as well
   as the style of the cheese here

#### How did we get to these pairings?

Here are some General Rules of Thumb:

- Pair delicate beers with young, fresh cheeses.
- Pair malty beers with nutty, aged cheeses.
- Pair highly hopped, bitter beers with tart, sharp cheeses, especially cheddars.
- Pair strong, sweet beers with blue cheeses.

#### **VEGETARIAN GRAVY**

- 1 T. Better than Bouillon, vegetable (substitution = butter)
- 3 T. flour
- 1 c. Murph's Original Sauce
- 1 c. water.

black pepper to taste

Heat pan, not nonstick, to medium. Add bouillon (or butter) and flour and whisk to make a roux. Add liquids gradually, whisking to keep the gravy smooth. Cook for about 10 minutes total for the flavors to meld once liquids are added. Add pepper and serve hot.