

DID YOU KNOW...

Emily's Blog is Back!!
FINALLY! THIS WEEK!

shirazathens.blogspot.com
has notes from all her travels in the past year to find the best wines for wine club, making her own blend, and other great tidbits she can pass along to you!

We're currently updating the blog weekly.

Let's make our Facebook page more interactive!!

Are you a fan yet? Find us: Shiraz Athens. (and like us!!)
Post pictures of your food you cook from our weekly deliveries;
Show off pics of you enjoying yourself at a wine tasting;
Tag us when you come in and find a great bottle;
We hope to spend more time with you virtually!!

UPCOMING EVENTS



SATURDAY, OCTOBER 4
1-5 p.m.
First Saturday tasting will include a special tasting with Mark O'Brien from Terrapin Ridge Farms. Try a great selection of dressings and mustards from the maker of this month's featured food item.

SATURDAY, OCTOBER 25
A WINE & CHEESE TASTING AT GREENDALE FARM
6 cheeses perfectly matched with accompaniments, bread, and specialty wines. Greendale cheeses are local, natural, raw, and aged at least 60 days.
4-6 p.m. at the farm (a short 25-minute drive away)
Only \$25 per person, all-inclusive
Space is very limited

SUNDAY, OCTOBER 19
15TH ANNIVERSARY WATKINSVILLE WINE FEST
3-6 p.m. at Ashford Manor
\$40 in advance, \$45 at the door (through OCAF)
we'll be pouring near the entrance--and will run out early!

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.

THANKSGIVING HOURS
NOVEMBER 1 = FIRST SATURDAY TASTING, 1-5 P.M.
NOV 27 & 28 = CLOSED FOR THANKSGIVING
NOV 29 = REOPEN AT 11 A.M. FOR SMALL BUSINESS SATURDAY

SAVE THE DATE
December 12 & 13 = Shiraz's Annual Holiday Open House

Call us for reservations at 706-208-0010.
Our tastings on the first Saturday of the month are from 1 to 5 p.m. and run every 20 minutes. The tastings are \$5 per person; the fee is waived for wine club members in good standing.

www.shirazathens.com

OCTOBER 2014

Wine Club is the best deal in town!
This month, our wine club gets \$51 worth of wine and food for only \$45! Plus, they save on each feature!

EMILY'S WINE CLUB SELECTIONS FOR
OCTOBER

Januik Red 2012
Columbia Valley, Washington
Merlot, Cabernet Franc, Cabernet Sauvignon, Malbec, & Syrah
A true Bordeaux blend, utilizing all 5 grapes in a complex combination. Smooth and rich, it has red berry, tar, and vanillin oak. Full of richness, there is smoke, blueberry, and some chewy tannin on the finish. A great red for fall, it has all the heft you want in a Cab without an overpowering nature.
\$19.99

Quara Malbec 2013
Cafayate Valley, Salta, Argentina
In the heart of the region at 6,000 feet elevation. There's lots of red fruit here, with strawberry, cherry, and cola. It's juicy, fresh, and intense. The finish is dry without being sharp or bitter. It is peppery and full of flesh. Try it with beef served with potato cakes and apple horseradish jam.
\$9.99

Torremoron Tempranillo 2012
Ribero del Duero
This is hands down one of the best values in Spain, with 80-100 year old vines--and every bottle sold supports a town of 106 amazing people! Elegant red berry and strawberry, laced with cooking spice, it has a textured, mineral finish. Pure and clean. Try this with pork loin, grilled cheese sandwich, or tapas and salami.
89 = Parker & Stephen Tanzer
\$12.99



This Month's FEATURE:

Costa Duecorti Dolcetto d'Alba 2012
Piedmont, Italy
A soft, juicy wine with underlying subtle tannin and minerality. Flavors include red raspberry and chocolate, with hints of Bing cherry and tobacco. Notes of tobacco, char, and cigar round out the elegant finish. Try this with pork loin, ham, or apple-onion crostini. Only 1,000 cases made.
\$22.99
wine club deal of the month = \$17.99



CRU LEVEL WINES
For club members who upgrade to cru, an extra \$25 a month gets you wine club PLUS an extra special bottle, more discounts, and extra perks!

Wine Club Cru Level RED!

Januik Klipsun Vineyard Merlot 2011
Columbia Valley, Washington
2% Cabernet Franc, 1% Cab Sauvignon
A rich, mouthfilling red. Soft and voluptuous, it has notes of cola and cream that enhance the dark, deep fruit. Blackberry, black currant, and plums are front and center. Ripe and super elegant. Perfect with fall vegetables, pork, or steak.
\$29.99

Wine Club Cru Level WHITE!

Felix Torrontes 2011
Cafayate, Salta, Argentina
Salta is the only region in Argentina more renowned for whites--and it's easy to see why with this! Felix produced the first top quality wine of the valley in 1889, and continues the tradition with ripe honeydew, ginger, and pineapple. 100 year vines make it plush and rich, and meter the intense floral character. Seafood, please!
\$29.99
Cru White deal of the month = 23.99

Beer Club's Picks for OCTOBER



Did you know wine club members who also join beer club get 10% off all beer purchases every day?

Ayinger October Fest-Marzen Ayinger, Germany

Smooth and clean, the perfect Lager for cooler weather. It has clean acidity on the finish with a little citrus and green tea. There's a tiny touch of maltiness to match the hops and balance it out with fall dishes.
\$3.49 / 500 ml

ACE Pumpkin Cider Sonoma County, California

This blend of apple and pumpkin starts out fruity and a little sweet, but it progresses with a smooth palate and finishes tart and spicy. A touch of cinnamon and nutmeg makes it a great cider to drink alone or with savory snacks.
\$9.99 / 6 pack

Victory Festbier Dowington, Pennsylvania

Soft and malty, with a caramel undertone backed by clean citrusy orange creaminess on the palate, a little more weighty than a German-style Oktoberfest Crisp on the finish, waiting to be paired with fish on the grill.
\$9.99 / 6 pack

Three Taverns Free Spirit Decatur, Georgia

A collaboration with Terrapin in Athens. A Saison-Farmhouse Ale, this has a lot of fruit esters to balance out the zippy, lemon-accented hops. Clean, fresh, and fleshy - ultimately drinkable and flavorful. And at 5.5%, you actually CAN drink it! Juicy, yummy, and tropical. Benefits the Small Dreams Foundation, improving global and environmental awareness.
\$9.99 / 750 ml

**ASK US ABOUT WINE CLUB!
706-208-0010 OR
EMILY@SHIRAZATHENS.COM**

"Join our clubs."

Wine Club FAQ (frequently asked questions)

Nine years ago, we introduced the first wine club to Athens. While we have seen many imitations, we believe we have maintained the best of its kind. We receive many questions regarding this, one of our most popular features; here are some answers:

What should I expect?

Generally, two reds and a white, though there are no hard and fast rules. You will tend to see heavier wines in cold weather and lighter wine (and food items) in the summer months, in accordance with what people eat. The recipes created are simple to prepare and wine-friendly, and the food items alternate between readily consumable items and good quality ingredients to stock your pantry.

What discounts do I receive?

The three wines and food item and marked down 10 to 33 percent, for starters! The feature wine is also at a discounted price, which is usually 20 to 30 percent; case discounts apply to features as well. Wine club gets an extra 5% off the standard case discount in the store; Cru level gets an extra 10%!

Are there other perks for wine club?

Lots! Monthly perks may include early admission or a lower price for events; first notice of all limited selections; even extra, non-published, discounts. Simply put, our wine club receives a special perk whenever we can possibly give them one. Wine club members also get a \$25 gift certificate for every person who joins wine club and cites them as the reason!

Are there any hidden charges?

Not at all--tax is the only thing added to the club. There is no membership fee, no contract for a year, or any other costs for joining. All additional purchases, including the feature wine, are optional. On the other hand, RSVPs for events and special orders are easier to make within the club.

When are the wines ready to pick up?

The wines are ready to pick up on the first of every month to give you time to enjoy your wines of that month; however, there is no set pick-up date, so you may get them at your own convenience.

What about the premier cru?

This is an optional upgrade for club members who want to get even more—for an extra fee, they get a more expensive, more allocated red wine (usually 20-40% off) and even more discounts.

How do you choose the wines?

Tasted on their own merit—no knowledge of price or ratings; then chosen based on style, value, and food pairing capability. We strive to seek out those that are unique—wines that you would not find everywhere, and that you might not pick up yourself without a suggestion. The club is meant to help you explore and have fun.

How does it all come together?

One of the things that makes the club work is the taster, writer, and cook are all one and the same. Visits to wineries, meetings with importers, tastings with suppliers, and trade shows are all a part of how I collect the notes to decide what to order. Then the calendar is composed by juggling availability of special bottles with when we predict they will make a good fit.

**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 OCTOBER

This month's featured food item is Terrapin Ridge Farms Apple Horseradish Jam. It's a natural match for poached chicken, turkey, or ham, makes a great appetizer over cream cheese, and makes a terrific glaze for salmon--just mix 1 Tablespoon vinegar with 1/4 cup jam. We also have some recipe suggestions below.

Apple Horseradish jam is only \$7.99, and is automatically included in this month's wine club.

APPLE GRILLED CHEESE SANDWICH

2 slices cinnamon raisin bread
1/4 cup baby arugula
2 T. Terrapin Ridge Farms Apple & Horseradish Jam
4 slices green apple
2 ounces cheddar cheese
2 ounces provolone cheese
2 teaspoons butter

Butter one side of each slice of bread. Heat a nonstick pan on medium. To build the sandwich, put butter side down on one slice, and add jam, arugula, apple, and cheese. Top with the last bread slice butter side up. Sear sandwiches for 5 minutes on each side until golden brown and melty.

APPLE-GLAZED CARROTS

8 ounces carrots - 14 baby carrots whole or 7 regular, sliced in half lengthwise
2 Tablespoons Terrapin Ridge Farms Apple & Horseradish Jam
2 Tablespoons white wine
1 Tablespoon unsalted butter

Steam carrots for 10 minutes. Meanwhile, heat a saucepan on medium. Heat butter and white wine, then add jam until it melts together. Add carrots and 2 tablespoons water and cook the carrots in liquid for 20 minutes, turning the heat down if necessary to prevent jam mixture from burning. Carrots should caramelize well. Serve hot.

BRIE EN CROUTE

1 wheel Brie Cheese
1/4 C Toasted almonds
1 pack Puff pastry, thawed
1 C Terrapin Ridge Farms Apple & Horseradish Jam

Heat oven to 400 F. Unroll puff pastry into large baking sheet. Place Brie in center of pastry. Spread jam onto Brie and sprinkle with nuts. Wrap edges of pastry over top of brie; press edges lightly to seal. Bake 10 minutes or until golden brown. Let stand 10 - 20 minutes. Serve warm or at room temperature with fruit slices and crackers.

FALL POTATO CAKES

1 small beet, grated
1 small yellow onion, grated
1 medium baking potato, grated
3 T. all purpose flour
1 t. salt
1/2 t. pepper
1 T. unsalted butter
1/4 cup Terrapin Ridge Farms Apple & Horseradish Jam
1/4 cup creme fraiche

Preheat oven to 425 F. Butter a baking sheet. Mix beets, onion, potato, flour, and seasoning. Make potato rounds out of 1 Tablespoon potato mixture, forming 1 1/2 inch patties on the buttered sheet. Should make around 24. Bake for 15 minutes; flip cakes over and return to oven for 10 more minutes. Drain cakes on paper towels and then serve with creme fraiche and apple horseradish jam on the side.

APPLE-ONION CROSTINI

1 baguette sliced into 3/4 inch pieces
1 small red onion, halved and sliced
2 Tbsp. butter
6 oz Goat cheese
1 pear, cut into very thin slivers
Terrapin Ridge Farms Apple Horseradish Jam

Preheat oven to 325 degrees. Melt butter in pan and add red onions. Cook until onions are translucent. Smear Apple Jam on the bread slices; put goat cheese on bread and top with cooked red onions, then slice of pear. Cook in oven until bread edges are brown. Remove and serve warm.