

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



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
2 Days of wine, beer, and food tastings!
Sales, specials, and samples - oh, my!!

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.

CHRISTMAS HOURS
DECEMBER 6 = FIRST SATURDAY TASTING, 1-5 P.M.
DEC 25 & 26 = CLOSED FOR CHRISTMAS
DEC 27 = REOPEN AT 11 A.M.

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

NOVEMBER 2014

Wine Club is the best deal in town!

This month, our wine club gets \$63 worth of wine and food for only \$45! Plus, they save on each feature!

EMILY'S WINE CLUB SELECTIONS FOR
NOVEMBER

Laudun-Chusclan Reserve de la Saurine 2013
Gard, France
100% Grenache Blanc
A clean, pure, intensely stony wine. For all the juiciness on the round palate, it is super clean and mineral. Notes of flowers and toasted coconut add complexity without weight. Lemon and kiwi add some interest. Beautiful with simple fish or shellfish; try it with squid in pepper vinegar.
\$11.99

Lyrarakis Octo 2011
Crete, Greece
Syrah, Kotsifali, & Mandilari
As the importer says, "unknown grapes remain unknown unless they're tasted." So we're giving you the opportunity to try this unusual blend. There's no oak, but the flavors are dark, earthy, and silty. Soft deep berries are easy drinking with medium body and rich currant. Serve with braised or roasted meats and root vegetables & pepper vinegar.
\$21.99
this month = \$18.99

Cal Blanca 2010
Toro, Spain
100% Tinto de Toro
One of the best values we have in the store right now, this Tempranillo has super ripe blackberry and blueberry smoothness, along with granite depth. Good spice and loads of tannin--lots of the white chalk it's named after and fullness of that great Toro fruit. But it isn't as high octane as you usually see from Toro! Put it with veggies or steak with red pepper vinegar... Certified Organic.
\$16.99

This Month's FEATURE:

Vinosia Soletto Primitivo 2013
Puglia, Italy
50 year vines add structure and backbone to a juicy, flamboyant wine. Loads of ripe red fruit prevail, with strawberry, rhubarb, and roasted beet notes. There's some brambly blackberry too, along with spicy, peppery flavors. The finish has sweet tannin and soft fruit. Great with BBQ or a drizzle of tangy red pepper vinegar
\$16.99
wine club deal of the month = \$13.99

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!
Adelsheim Pinot Noir 2012
Willamette Valley, Oregon
From a warmer vintage comes a fleshy, yet refined, Pinot from Oregon. Juicy and full, it has loads of dark, dried fruit. Still clean and racy, it maintains Adelsheim's pure style with a mineral-focused pomegranate-cherry silky Pinot, just a little more concentrated. Great with turkey, ham, and mushrooms.
\$29.99
cru level deal of the month = \$24.99

Wine Club Cru Level WHITE!
Lumos Pinot Gris "Rudolfo" 2013
Logsdon Ridge Vineyard, Willamette Valley, Oregon
A round, pretty Gris with nectarine, tropical fruit, and spice. The finish is clean, with a long, lean profile. Extremely fresh, with a fun, juicy, ambrosia-laced note. Fruit salad in a glass. In a dry way. The perfect wine to enjoy with a holiday dinner. Anything from turkey to clam chowder to pot pies. Only 900 cases made. Organic
\$27.99

Beer Club's Picks for NOVEMBER



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

Victory Brewing Winter Cheers

Light in body, this fruity and warming holiday wheat brew delivers a crisp finish, with spicy hints of banana, clove and citrus. Peppery and grassy, it has a slight bread texture giving it some body. A nicely balanced, hoppy ale. \$9.99 / 6 pack

Stone Brewing Hibiscuscity (Stochasticity project)

My favorite name since Stone Farking Wheaton: A Belgian-style ale brewed with wheat with the addition of orange peel and hibiscus for a fruity beer with tropical, cranberry, and raspberry flavors and spice with a naturally brilliant pink hue. Super refreshing. \$6.99 / 22 ounces

Stone Brewing Coffee Milk Stout

Bittersweet and creamy, here is everything you love about the fall. It has notes of coffee, chocolate, and toasted malt, but it isn't overwhelming. Think a Guinness-espresso combo. It's a great match for mushrooms in pasta or a roasted pork tenderloin with pepper vinegar. \$9.99 / 6 pack

Bison Brewing Organic Gingerbread Ale

A delicately spiced porter with ginger, nutmeg and cinnamon, like gingerbread cookies straight from the oven. Molasses, chewy malt and spice leave a dry, spicy finish. Bison's Gingerbread Ale is an excellent match for sweet potatoes, game, butternut squash, turkey, pumpkin pie and cheesecake. \$12.99 / 6 pack

**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 NOVEMBER

This month's featured food item is Mange Red Pepper Vinegar. As opposed to flavored vinegars, this is a puree of the vegetable ADDED to the vinegar. These bottles are amazing! The perfect finishing sauce, they also are a dressing already made. Add the vinegar to dressing, hummus, or yogurt for a special dipping sauce. Serve with shrimp instead of cocktail sauce. Make a salad nicoise and serve with the vinegar instead of dressing. Serve over meatloaf. Slather ribs. Pour it on an antipasti plate. Put it on mozzarella and tomatoes. Or try them drizzled on seafood, meats, roasted vegetables... you name it.

We've added a recipe card to wine club this month with ideas for squid--and bloody marys!

ASPARAGUS WITH MUSHROOM AND PEPPER

1 Tablespoon butter
1 pound asparagus
8 ounces mushrooms
2 Tablespoons vinegar
1/4 cup cheese, shredded

Heat butter on medium heat in a saucepan. Salt asparagus and toss, until cooked, around 15 minutes. 5 minutes in, add mushrooms (sliced in 1/4 inch pieces) into the pan. Keep tossing ingredients to cook evenly. Add vinegar and cheese, and toss well. Serve.

RED PEPPER PORK MEDALLION

2 Pork Medallions, 1 1/2" thick
1/4 cup Breadcrumbs
1 Egg
1/3 cup Flour
2 Tbsp grape seed oil
2 Tbsp butter
1/3 cup red pepper vinegar
salt & pepper to taste

Preheat oven to 375 degrees. Flour the pork medallions, dip in egg, and bread them. Preheat Grape Seed oil and butter in an oven proof skillet over medium heat. Place the pork, breaded side down, into hot oil. Cook until brown, about 1 minute. Flip them over & brown the other side, and bake in the oven for 10 minutes and cover with Red Pepper Vinegar. Serve with kale, spinach, or lettuce tossed in pepper vinegar. Serves 2.

REMEMBER US FOR ALL YOUR HOLIDAY GIVING!

- Remember that wine club, beer club, and cheese club all make excellent presents
- We do gift baskets with a wide array of prices and styles
- Gift certificates are available in any amount
- Our website has great ready-made gift ideas
- We do corporate gifts too!

TOP 5 ROSÉS FOR THANKSGIVING!

Each year we like to select wines that are perfect with turkey, dressing, gravy, and cranberry; not to mention sweet potato, brussels sprouts, and pumpkin. As always, our Rosés are dry--and these are extra-flexible for the wide array of dishes at your Thanksgiving table. Pink wine isn't just for summer!! Enjoy one of these delicious bottles during the holidays, while they last:

5. CVA Liquid Geography, Monastrell, Bullas Spain \$11.99--now \$9.99
4. Chapoutier Bila-Haut, Grenache/ Cinsault, Rhone Valley France \$13.99
3. Maxwell Where's Molly, Grenache, McLaren Vale Australia \$19.99
2. Halter Ranch, Grenache/ Syrah/ Mourvedre/ Picpoul, Paso Robles CA \$19.99
1. Couly Dutheil Chinon, Cabernet Franc, Loire Valley France \$19.99--now \$17.99