

UPCOMING EVENTS



ANNUAL HOLIDAY OPEN HOUSE!

THURSDAY-SATURDAY, DECEMBER 10, 11, 12

Join us for stress-free holiday shopping, complete with wine and gourmet food tastings and sales throughout the store!

Calendar of daily events on the front page.

THURSDAY, DECEMBER 17

WINE CLUB ONLY TASTING OF RAUL PEREZ WINES

2ND AND LAST ALLOCATION OF THE YEAR!

"These are brilliant, artisanal, hand-crafted wines that words simply cannot begin to describe. They must be experienced to be believed." -The Wine Advocate Taste 6 highly allocated wines from Perez, rated between 92 and 97 points.

Under 30 4-packs of each (except St Jacques—see cru) were imported of each; Mencia, Bastardo, Caino, Zamarrica, Verdello Tinta, Serodio Tinta, Garnacha, Prieto Picudo, Dona Blanca, Treixadura, Godello, and Albarino will be the indigenous grapes featured!

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.

Shiraz
FINE WINES & GOURMET
675 PULASKI ST
SUITE 400
ATHENS GA 30601

RETURN SERVICE REQUESTED

DO YOU WANT TO RECEIVE A PAPER NEWSLETTER?

We will continue to print, and mail, our newsletters in the new year.

If you would rather receive email updates only, please let us know and we will conserve our use of paper products.

If you want to continue with hard copies, we will be happy to send them to you!

Please contact us with any changes at

mailers@shirazathens.com

PREMIER CRU ONLY TASTING 5-6:30 P.M.

OPEN TO CRU AND WINE CLUB 6:30-8 P.M.

\$40 per person; wine, water, bread, and cheeses provided

COMING IN JANUARY

A BEER DINNER AT SR. SOL!

WEDNESDAY, JANUARY 20

Details to follow

HOLIDAY HOURS

For Christmas:

Open 10 a.m. to 4 p.m. Thursday, December 24

Closed Friday, December 25 and Saturday, December 26

Open Monday, December 28 at 11 a.m.

For New Years:

Closed Friday – Monday, January 1-4

Open Tuesday, January 5 at 11 a.m.

Wine Club pickup starts January 5

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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Shiraz
FINE WINE & GOURMET

"Basically it's a cast of thousands preparing for this open house. There is an air of excitement here."

-Carl Lewis

HOLIDAY OPEN HOUSE SCHEDULE! DECEMBER 10, 11, AND 12 2009 2 TO 8 P.M.

THURSDAY, DECEMBER 10

3 to 5 p.m. Rani Bolton of "the Mouse Trap" will be here to sample our cheeses and help you put together platters or pair cheese with spreads, jams, and antipasti.

3 to 5 p.m. Rose Adams will be on hand to showcase wine pairings with the cheeses; Featured will be several allocated wines unique to our store—try them first!

4 to 6 p.m. Jan Coffee, owner of Dr Pete's and daughter of the man it's named for, has been bottling the original recipes for over 20 years, including the famous praline mustard glaze.

4:30 to 7:30 p.m. Susan Dickerson of Brittle. with an array of nut brittles, including new chocolate-covered creation and showing a variety of ways to serve brittle—it's not just for dessert.

4:30 to 7:30 p.m. Join Scott Parrish for 100 years of port! 10, 20, 30, and 40 year old Tawny Port from Sandeman: in the port business for over 200 years, the first company to brand a cask, and first to export bottled and labeled wines. \$10 (\$5 for wine club).

FRIDAY, DECEMBER 11

3 to 5 p.m. Bridgett Brannon was a hit when she presented Chilean wines this month, and she is back with Terra Andina, a winery focusing on Colchagua and Maipo Valleys.

3 to 8 p.m. Michael Etienne of Nature Isle makes healthy, all-natural gourmet products with a taste of the islands—including our favorite hot sauce (ever).

4 to 7 p.m. Kristen Cooper of Vinifera Imports and the small wine movement will be tasting some popular Italian wines—and some that are extremely limited.

4 to 7 p.m. Al De Chicchi's family recipe for Caponata was so popular that they bottled and sold it. Today it is a popular condiment with many uses and four flavors.

5 to 8 p.m. Erika Ware will be on hand to showcase value wines from \$10 to \$50; whether you are looking for vino for a party or finding that special gift, these are wines not to miss.

SATURDAY, DECEMBER 12

1 to 5 p.m. Andy Kahn will be showing us a selection of wines from South Africa. We will feature the wines of Neil Ellis and Boekenhoutskloof (the makers of Porcupine Ridge).

2 to 4 p.m. Massage therapist Bill Coleman will be giving 10 minute mini chair massages to help you feel relaxed while you shop.

2 to 5 p.m. Vince and Bruce of Fine Food Marketing will do a tea primer with the Republic of Tea, along with The Sunflower Seed Company and Sencha mints.

2 to 6 p.m. Michael Etienne of Nature Isle will be back again with an array of tropical gourmet sauces, including fruit chutneys and spicy caribbean BBQ sauce.

4 to 7 p.m. Sarah Webb, a Kiwi, shows up at the store with a combination of French, Aussie, and who-knows-what-else. It will be a surprise to see what she pours for this tasting!

5 to 8 p.m. Have you tried Gracious Gourmet? Taste their unique line of tapenades and spreads. All-natural, easy to use, and delicious. Turn the ordinary into exceptional!

Each day we will have special pricing on various items in the store; they will change daily!

www.shirazathens.com

DECEMBER 2009

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

DECEMBER

Messmer Riesling 2008 1 Liter Pfalz, Germany

Pfalz wines, in my opinion, aren't given enough recognition. With ripeness over slatey minerality, this is pure and clear with chiseled acidity. Technically a Halbtrocken, it has a heavy dose of minerals. It is an elegant wine with sandstone underneath. So polished it's good for a party wine except it's too delicious for a crowd, and is great with any number of foods, including hard-to-pair brie dishes or appetizer platters.
\$18.99

Bovin Vranec Negotino, Macedonia

The first privately owned winery in Macedonia, environmentally friendly Bovin grows popular varietals, as well as the indigenous Vranec. Clean lines and stony dark fruit meet with soft plush black, blue, and purple fruit. Gravel, clean stone fruit, and a touch of creaminess complete this—it is flat-out fun! Steely but soft. Great with tomato sauces, grilled meats and vegetables, and aged cheese.
\$15.99

Bodega Hornillos Ballesteros Mibal Tinto 2008 Ribera del Duero, Spain 100% Tempranillo

An organic winery, Mibal is known for selling to the top vineyards in Ribera del Duero. Though they keep the best fruit, their price is much lower (as in \$20 versus \$100). Aged in stainless steel for pure dark fruit, it has layers of blueberry, cassis, and plum. Intense but smooth, the blue and black fruit go straight through to the firm finish. Great with hard cheese or grilled dishes. Only 150 cases were imported so it won't last long. "An awesome value." -Parker's Wine Advocate
\$15.99

**THIS MONTH'S FOOD ITEM IS \$10 TOWARD ANY FOOD IN THE STORE!
Happy shopping—but first come, first serve!**

**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.**

This Month's Feature:

Vinum PETS Petite Sirah 2006 Oakville, California

"Spicy, juicy, big, and ripe" are words I've heard describe this thick, rich, mouthful of wine—but it manages not to be the least bit overwhelming or alcoholic, a common trait of petite. I don't know whether I like the boysenberry and cassis more, or the photo of the dog Tanker. Just a great glass of wine. Great with all sorts of holiday fare—and you can't beat this price! (but hurry—we don't have much!)

\$12.99
wine club deal of the month = \$9.99

HOLIDAY OPEN HOUSE HOURS

DECEMBER 10, 11, AND 12 2009 2 TO 8 P.M.

Wine Club Premier Cru Level!



Premier Cru Level Pick

Bodegas y Vinedos Raul Perez Ultreia St. Jacques 2008 Bierzo, Spain 100% Mencia

Here it is, folks—one of the most highly anticipated deliveries this year! I clawed and fought to get our Perez, and we are in the top 5% for allocations of these wines in the country. See the events section for our special tasting this month with 6 special wines you won't see anywhere else . .

Only 45 4-packs were imported into the U.S. of the St. Jacques. When I barrel tasted this, it was like a fine Burgundy on steroids. Sweet fruit like blueberries is balanced by Asian spices, great acid balance, and enough tannin for the wine to age for at least 8 years. Raul makes the best Mencias I've had, and this is another example of a pure, ripe, elegant wine.

93=2006; 92=2007, Parker's Wine Advocate
\$32.99

NEW PERKS FOR WINE CLUB MEMBERS!

We have started a Wine Club referral program!

If you bring or send a friend in who joins wine club because of you, we will give you a \$25 gift certificate to spend on food or accessories in the store! And we will give them a gift for joining as well—a 100-page wine journal to keep track of all the new wines they love.

This month, wine club members will each also receive a gift from us for being great customers—our great new wine journals for your own personal use.

NEW AT SHIRAZ FOR THE NEW YEAR!

We will carry beef on a regular basis! Though we will bring in some specialty products for our steak club, we will also have 2 types of steak available at all times. Steak club members will also receive 10% off all beef and game in the store.

We will also have beer in 2010! We will feature a small selection of small batch craft beers that will rotate on a regular basis, just like our eclectic wine selection. We hope to enhance your experience here shopping for wine by having more to serve you.

INTRODUCING THE STEAK CLUB!

Starting in January, our customers will have the option of joining our steak club. Members will receive steaks to serve 4, a gourmet item to complement them, and a beer for \$60 per month. Steaks will change every month in the club, to give members the chance to try a wide variety, with an occasional piece of game thrown in. The beef used will be all-natural, free of hormones and antibiotics. Gourmet items will vary from month to month and will include compound butters, spice rubs, and cheese.

See us for more information or to join!

CHECK OUT SHIRAZ IN JANUARY! NEW YEAR, NEW LOOK!!

When we reopen on January 5, we will have a whole new look to the store! Things should be easier to shop around, and we will have lots of new gourmet items, beer, and red meat! The focus will still, of course, be on our great wine selection, but we are looking to provide you with more options.

SESAME CABBAGE SALAD

2 cups shredded red cabbage
2 cups shredded romaine lettuce
2 red pears, chopped
1 cup carrots, chopped
1 cup green onions, sliced thinly
2 Tablespoons Rothschild Asian Sesame Sauce
1 Tablespoon sherry vinegar

Toss first 4 ingredients together. Mix sauce and vinegar. Toss sauce mix with lettuce. Serve and top with onions.

FRIED IBORES WITH JAM

When fried, Ibores becomes almost liquid inside. The sweetness of a cold jam provides a great contrast.

8 slices Ibores
2 eggs
2 cups bread crumbs
1/4 cup olive oil
Your favorite jam or fruit chutney (I love green tomato jam, high five pepper jelly, or tropical fruit chutney from Nature Isle)

Place the cheese in the freezer for 15 minutes. Put beaten eggs in one bowl and bread crumbs in another. Remove cheese from the freezer and dip into the egg and then crumbs and fry in hot oil until golden. Serve with cold jam and a salad.

The Mouse Trap - Rani Bolton _Equations To a Perfect Party_

Come on in to Shiraz and gather a few items with your wine and tada! – you have a party.

The basic recipe is

Wine + Crackers + Cheese + ___(Shiraz fun specialty item) = Party

This equation is also the perfect answer for a great host/ess gift for the holidays. Shiraz will gladly package the items and suggest a great wine that all will enjoy.

Here are some suggestions:

1. Triple Creme Brie with Spiced Sour Cherry Spread
2. Greek Feta with Olive Tapenade
3. Brie covered in Honey and Walnuts
4. Tellegio and Balsamic Four Onion Spread
5. Stilton with Almonds and Port

Don't forget our Open House on Thursday, December 10 to sample these easy gourmet on the go items.