

UPCOMING EVENTS

JANUARY 20

6:00 P.M.
A BEER DINNER AT SR SOL
(FORMERLY EL SOL, ON TALLASSEE ROAD
AT THE CORNER OF MITCHELL BRIDGE RD.)

Enjoy an array of different beers with 6 courses of our favorite Mexican food.
Gordita with marinated Pork (in a homemade thick flour tortilla)
Huevos Rancheros (smothered in onion, pepper, jalapeno & tomato sauce)
Barbacoa Empanadas (not on the menu yet—with barbecued beef)
Chile Relleno (poblano peppers stuffed with cheese and relleno sauce)
Pollo Chipotle (chicken with smoky mushroom cream sauce)
Sopapilla (fried tortillas with ice cream, honey and cinnamon)
*let us know in advance of any vegetarian requests
all paired with beer in our first-ever beer dinner!

\$40 per person, all-inclusive

FEBRUARY 11

6:00 P.M.
A CHOCOLATE AND WINE TASTING
AT RED EYE COFFEE IN THE BOTTLEWORKS

with 8 wine and chocolate pairings, plus a coffee and chocolate pairing (featuring Red Eye coffee), all with Dolfin Belgian chocolates.

\$25 per person, all-inclusive

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.

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

JANUARY 2010

www.shirazathens.com

Shiraz
FINE WINE & GOURMET

What are you doing differently this year?

Years ago, I read a definition of wine drinkers in the United States, placing them into three categories: Complacent, staying with only one to two brands a year; a group of those who tried two to three new wines per year; and "wine adventurers", which tried four to five every year. Imagine, tasting so few wines with all of the thousands of options out there today!

Every week, I find myself talking to people who are simply bored with the wines they are drinking on a daily basis, or who hate whites (or reds) because they have only tried what has been served at a dinner party by someone who shops at _____ (insert big brand store name here.) Our wine club takes home at least three new wines every month, putting them far above the bar for adventurous consumers, but the average shopper tries far fewer.

Are you stuck in a rut with the wines you are drinking? I challenge you to try a new wine a month and broaden your horizon. If you know you like Shiraz from Australia, start by trying a big Grenache from Spain or a Syrah from California. That shouldn't hurt too much! Or move from Sauvignon Blanc to a dry Riesling or Gruner Veltliner during cold weather. Tasting things that are similar, yet new to you, will refresh your palate.

Here we are at the turn of a page (though the new decade actually starts in 2011) to a new year and new decade, and it is a great time to resolve to try a few new things—start with something new in your glass. You never know, the next stop might be eating ostrich; taking your first cruise; even going sky-diving! Or, you could just enjoy your dinner more.

What are we doing new this year?

Steak Club starts this month!

For **\$50** each month, Steak Club will receive meat for four, a featured beer, and a food item to go with the steak.

This month Steak Club receives:

4 8-ounce Australian beef tenderloins

8 ounces of White Beech mushrooms

a 6-pack of Dogfish Head Chicory Stout

(a \$54 value)

Put all of the ingredients together for a fantastic meal on their own, or create two or three when combined with the offerings from our January Wine Club!

Steak Club members also receive 10% off all meat purchased at Shiraz

We now have a beer section!

We are always looking for new ways to take care of our customers, and many of you have requested beer! We now have a selection of craft brews guaranteed to enhance your shopping experience.

"The definition of insanity is doing the same thing year after year and expecting different results."

-Zanberletti of the Vikings

ASK US ABOUT WINE CLUB!

706-208-0010 OR

EMILY@SHIRAZATHENS.COM

EMILY'S WINE CLUB SELECTIONS FOR

JANUARY

Lucas & Lewellen Pinot Noir 2006

Santa Barbara, California

L&L has been my go-to Pinot for a long time, with a great match of mineral-based structure paired with the lovely fruit of Santa Barbara County. A blend of three vineyards, it has notes of blackberry, dark cherry, and violets. Firm and medium-bodied, light earth and hint of coffee with cream have a lightness to the finish that complete every good Pinot Noir. Try it with mushrooms, fish, or cheese.

\$19.99

This month only \$14.99!

Barberani Polago 2007

Umbria, Italy

50/50 Montepulciano/Sangiovese

Soft, silky, plush fruit with a medium-bodied, firm backbone—if that sounds like your cup of tea, this is a great wine for you. The dark black fruit has notes of celery, white pepper, stones, and earth. Really smooth and full, and it is made to pair with food—it is excellent with traditional fare for Italian wine, or put it with ANYTHING topped with white balsamic crème for something special.

\$14.99

Domaine Mas Carlot 2007

Vin de Pays d'Oc (just outside Nimes)

50 % Marsanne, 50% Roussanne

unfiltered and unfiltered, all stainless steel

A big nose of minerals and lemon, along with orange, pineapple, and pear. Chalky on the palate, it is rich, yet crisp. Apples and citrus zest are the prevailing flavors in this delicious and simply satisfying wine. Great with all types of food, especially things with a Mediterranean overtone. The appley/chalky flavors are enhanced with balsamic, citrus, or cream sauces.

\$12.99

**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:

Smith & Hook Cabernet 2006

Central Coast, California

This fruit comes mainly from a single vineyard in the Santa Lucia benchlands, with 15% Paso Robles fruit for a little more richness. Subtle, pretty fruit has dark black cherry, raspberry, cherry, and plums. Touches of earth are matched by a silky texture, vanilla, and a little cardamom with a crisp finish. Try this wine with steak and mushrooms or anything hefty softened with some balsamic crème.

\$24.99

wine club deal of the month = **\$18.99!**

Wine Club Premier Cru Level!



Premier Cru Level Pick

Sattler St Laurent Reserve 2006

Neusiedlersee, Austria

Erich Sattler has done it again, with a pretty, seductive relative to Pinot Noir. St Laurent is indigenous to Austria, and is similar to a bold Pinot with a little racy, wild character. Blueberry and red plums have a woody but elegant note with a classic old-world feel to it. Roasted meat and barn have huge acid and a creamy mouthfeel to the finish. It is a rich, charming, kitten of a wine.

\$36.99

This month's featured brew:



Dogfish Head Chicory Stout

Here is a seasonal beer made by the first brewpub in the first state! Though the nose is very rich, chocolatey, and heavy, the finish is actually very dry. The structure is delightful, with an oak/ chicory firmness to the cocoa smooth texture. Called a "session stout" because it is low enough in alcohol to have several instead of just one in a sitting, it is actually made with Mexican coffee, which adds a lot to the pretty flavors.

Enjoy a 6-pack of Dogfish Head for \$13.99

SHIRAZ'S RECIPES FOR

JANUARY

This month's featured food item is Tondo Crema di Balsamico Bianco (cream of white balsamic). Top anything to make it a special meal--add it to fish dishes, give flair to scallops, put with roasted vegetables, or top eggs. You can also make a fantastic dressing by mixing it with olive oil. It is one of the easiest ways I've found to put elegance in a simple meal. Tondo White Balsamic crème is only \$11.99, and comes automatically in wine club.

SHREDDED BALSAMIC CABBAGE

1 teaspoon olive oil
1 cup red cabbage, cut into very thin strips
1 Tablespoon Tondo white balsamic vinegar crème

Heat olive oil on medium until hot, and add cabbage. Saute for 5-10 minutes, until softened and translucent; add balsamic and serve.

SAVORY FRENCH TOAST

4 slices bread
4 ounces cheddar or other firm cheese (try Tillamook)
2 eggs
2 Tablespoons half and half (or milk)
1 Tablespoon butter
1/4 teaspoon cinnamon

Heat butter over medium and beat eggs and cream together. Dip each piece of bread in egg mixture and place in pan. Flip bread when it browns; when second side begins to brown, grate cheese onto darker side, make a sandwich, and then complete cooking until all sides are evenly browned. Top with cinnamon and serve with shredded balsamic cabbage.

Serves 2.

PASTA WITH BALSAMIC MUSHROOMS

8 oz. pasta, your choice
2 Tablespoons butter
4 oz. wild mushrooms
4 oz. button mushrooms
2 cloves garlic
1 teaspoon chopped thyme
1/2 cup sherry
1 cup broth
2 Tablespoons cream
2 Tablespoons Tondo white balsamic cream

Heat butter over medium and add roughly chopped mushrooms. When they start to brown, add all other ingredients except pasta and balsamic cream and simmer on medium low for an hour. Serve over pasta and top with balsamic.

The Mouse Trap - Rani Bolton

Hello fans of blue cheese! Hello fans of Brie! Here is a cheese for you to try – Cambozola. It is a unique cow's milk cheese that is a combination of French Camembert and Italian Gorgonzola yet milder than both. This style of cheese has been around since the 1900's and is often referred to as blue brie. It was made popular/trademarked by the Champignon company in Bavaria in the 1970's.

Cambozola starts as a triple cream (the cheese itself has been injected with a triple dose of cream for utter lusciousness) is then injected with from the same blue, Penicillium roqueforti mold used to make Gorgonzola, Roquefort , and Stilton. The rind of the cheese is similar to the Camembert in that is slightly crusty and powdery and yeast inside is silky from the triple cream with a mild zip of blue without dryness or crumbles.

This cheese is perfect for a one variety cheese plate or wonderful for topping a baked potato on a cold winter's night. Here is a recipe for a panini that easily could be cut into bite size portions for tapas

Cambozola Panini

Ingredients
2/3 pound wedge Cambozola
1 1/2 Tbs extra-virgin olive oil (we like the Oleo De Castilla)
1 Jar Gracious Gourmet Eggplant Tapenade
6 large pitas, nan, or flat breads, halved across
8 slices prosciutto
1 cup packed baby arugula or baby spinach leaves

Directions

Heat a panini or sandwich press according to manufacturer's instructions until hot. (Alternatively, heat a well-seasoned ridged grill pan over moderate heat.)

Brush slices of bread on 1 side with 1 1/2 tablespoons olive oil oil. Put ½ of the slices of bread, oiled sides down, on a work surface, then divide half of cheese between slices. Top with tapenade, remaining cheese, spinach/arugala prosciutto and remaining bread slices, oiled sides up.

Put sandwiches on press, then pull down top onto sandwiches and cook until sandwiches are browned and crisp, 4 to 8 minutes. (If using grill pan, put a heavy pan on top of sandwiches and cook, turning sandwiches over once.)