

Tasting Monterey

A WINE ENTHUSIAST'S MONTHLY JOURNEY THROUGH MONTEREY'S WINE COUNTRY

COMING EVENTS

Friday, Jan 31, 2014
Last Fridays Wine Bar

A Taste of Monterey
 Cannery Row
 6:00pm-9:00pm*
 Join us on the last Friday
 of every month from
 6pm to 9pm. A Taste of
 Monterey, Cannery Row
 is keeping its doors open
 later and offering special
 wine by the glass prices.
 Start your weekend off
 with a relaxing view and
 a glass of Monterey's
 finest. Sample our new
 food menu prepared by
 AquaTerra.



Hours

A Taste of Monterey
 Cannery Row
 Sun-Wed 11am-7pm
 Thu-Sat 11am-8pm
 No new tastings after
 6:00pm

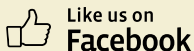
JANUARY REFERRALS



Refer a friend to the
 Monterey Wine Club, and
 after they join, you get a
 \$20.00 Gift Card!



Scan QR to...



Why That Spectacular Wine Doesn't Taste Spectacular

This is it. This is the moment you've been waiting for. You're in a tasting room, and the server has just poured you a lovely taste of a spectacular Pinot Noir from Monterey County's famed Santa Lucia Highlands. Perhaps this is even the first time you are trying this wine. In this case, perhaps you know the wine is spectacular (not based on the AVAs or vineyard's stellar reputation alone). You know it's spectacular because just reading the tasting notes makes it sound fantastic. Or, you know because the server has been leading you up to this pour from the start of your tasting, telling you how amazing this wine is going to be. Or, you know because your friend told you how wonderful it is, or because you tried the wine's previous vintage.

And, finally...here's the moment. The moment of truth is here! This is the reason you got out of bed this morning! Okay, so that's probably going too far, but you get the picture. You're excited.

You've swirled your glass. You've looked at the wine's color. You've taken in the bouquet. Now the sip, is in your mouth and you swish it around, prolonging the tender moment as loooooong as possible. And then....you swallow, slowly, and wait for that sure to be delicious smooth finish. Wait...wait for it. But, tragically, this doesn't happen.



Surely, something must be wrong with the bottle! It just doesn't taste right.

You alert your server of this utter travesty, doing the next tasters a sincere service. No other wine lover should have to experience this horrible let down. Yet, not because they don't believe you, but because tasting room managers don't like seeing employees carelessly dumping bottles, the server tries this questionable wine for themselves to confirm your claim of CORKED!

But wait....the server is giving you a look of disbelief. You turn to your tasting partner "in crime" and see they are also casting you an incredulous look indicating you are about to be cut off, and this is your first tasting stop of the day!

Okay, something is seriously wrong with this situation. You try the wine again, hoping some di-sastrous miracle is to blame for your initial conclusion. Yet, sure enough - same outcome. This should-be-amazing wine tastes like, well, like something totally undeserving of its label.

So why is this happening and why does it happen on other occasions? Like when you are at a dinner party and everyone at the table is raving and gushing over a newly poured wine and you find yourself thinking: what's the big deal?

Well, my friend, there are a few explanations, and you shouldn't feel badly about it. For anyone who appreciates wine has experienced, experiences, and will continue to experience similar occasions.

What it really comes down to is your palate, but it doesn't necessarily mean whether you have developed a palate for wine or not. Even the most advanced vinophiles in the world will have off days. There are sophisticated explanations for the palate, but let's keep it simple for now. It's what you personally taste in food, wine, etc. This is one of those things like your fingerprints - no one else in the world has an exact match to your own. So, be proud of your personal palate!

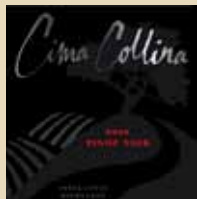
But, this also means that while one person may catch a particular aroma (i.e. taste) in a wine, you may not, or you may, but to a lessened degree as another person. You'll often hear reference to someone having a complex or developed



Continued Inside

MONTHLY WINE SELECTIONS

CIMA COLLINA - 2009 Pinot Noir



The grapes included in this blend were harvested from four distinct sites over the course of the 2009 harvest: two vineyards on opposite sides of the Salinas Valley in Monterey (Chula Viña and Tondre Grapefield), Cedar Lane (Arroyo Seco) and also our own estate vineyard, Hilltop Ranch, in Carmel Valley. Chula Viña tends to express very broad dark fruit, nice tannin and mouthfeel. Tondre is a classic pinot: aromatic, delicate, complex yet fullbodied. Cedar Lane produces a wine that adds palatable acidity and light fruit while Hilltop Ranch Pinot Noir is bold, dark, expressive.

The resulting wine is purely Pinot Noir in character; the wine shows off bright and cherry mushroom/earthy aromas that return in the flavor. Notes of toasted cedar and spice are well-integrated into the wine. The structure and complexity of this wine is achieved through a balance of acidity, alcohol and phenolic components that create a food-friendly, fine Monterey Pinot Noir. Enjoy on its own or with lamb chops, rib roast, porcini soufflé or roasted game.

100% Pinot Noir

290 Cases Produced

14.1% Alcohol

Cellar Through 2014

Comments: _____ ◇ Great ◇ Good ◇ So-So

NOBLE VINES 242 - 2012 Sauvignon Blanc



Block 242 is located at the northernmost point of San Bernabe Vineyard, which is the closest block to the Monterey Coast. The cool, coastal climate creates an early morning fog, afternoon breezes and a long growing season, similar to the vineyard climates of Marlborough, New Zealand. The loamy hillside soils in which block 242 is planted are heavier and more vigorous which allow the vines to grow protective canopies to shade the fruit from the afternoon sun. The Sauvignon Blanc from block 242 shows exceptionally well in the glass with brilliant aromatics and balanced acidity.

The 2012 vintage exhibits vibrant aromas of white peach, green melon and lemongrass. Medium bodied with a round mid palate and bright acidity, this refreshing wine offers flavors of guava, passion fruit and a hint of lemon zest.

100% Sauvignon Blanc

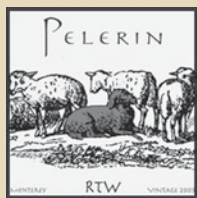
1,560 Cases Produced

13.5% Alcohol

Cellar Through 2015

Comments: _____ ◇ Great ◇ Good ◇ So-So

PELERIN - 2009 RTW (Club Red)



Frequently, there's one member of the family that's a bit of a renegade. For Pelerin it is this wine. The climate of Monterey generally does not conform to that of prime Zinfandel areas, but there are a few warm spots with which to have fun. Tucked back in the steamy Arroyo Seco river canyon south of the Santa Lucia Highlands appellation, Anne Hougham's organically farmed Mesa del Sol Vineyard is a haven for heat-loving varietals. The microclimate at Mesa del Sol is night and day to Rosella's Vineyard, with complete wind protection and sandy gravelly soil above the Arroyo Seco gorge. The vines are stressed, and even with double cordons, they only produced about 3 tons / acre.

This is meant to be a fun wine that stays a step outside of their main focus. It is deliberately made in a bright and fruity style that is engaging and fun to drink. Flexible enough to partner with all sorts of casual meals; it is priced accordingly. The wine received neither fining nor filtration.

60% Zinfandel, 37% Syrah, 3% Sangiovese

410 Cases Produced

14.0% Alcohol

Cellar Through 2015

Comments: _____ ◇ Great ◇ Good ◇ So-So

JOULLIAN - 2011 Roger Rose Chardonnay (Club Blanc)



Roger and Rose Marie Hernandez planted their eight-acre Arroyo Seco estate vineyard in 1988 with six French clones of Chardonnay that originated at the University of Beaune's Dijon Research Station. The clones 77 and 809, in particular, exhibit exotic aromatics. However, the precise source of RogerRose's unique lychee, fruit and honeysuckle-like nose is anyone's guess — perhaps it is due to the influence of the Dijon clones, or to Ron Panziera's (Rose Marie's brother) farming practices that reduce cluster and berry size to half the California norm, or to the sandy, rocky soil around Arroyo Seco Road.

RogerRose Chardonnay is always notable for its exotic and floral nose, silky texture and beguiling finish. Because of the wine's delicacy, we use Burgundian yeast strains that emphasize aroma and texture, versus power and body. To further enhance delicacy and texture, only the tightest grain Allier & Vosges forest oak — seasoned for three years — is used for barrel fermentation and sur lie aging. Every effort is made to encourage simultaneous yeast and malolactic fermentation to prevent any lactic acid/butterscotch flavors from overpowering the floral nose and finish.

100% Chardonnay

234 Cases Produced

14.2% Alcohol

Cellar Through 2016

Comments: _____ ◇ Great ◇ Good ◇ So-So

Cover Article Continued



palate when it comes to wine. In many cases, this simply means that they have tasted a lot of different wines! What it really means is that a person has tried enough different wines to be able to distinguish particular tastes, at times to an astonishing degree. And, yes, there is a certain level of subjectivity here. Not everyone with a sophisticated palate catches that "hit of toasted almonds with dark chocolate and strawberries" in that wine as the person next to you at a tasting room just commented.

But, there can be other reasons why that supposedly marvelous Arroyo Seco Syrah is not tasting right to you (more related to bio-chemical considerations). Perhaps you had a cup of coffee not long before? Maybe you ate a piece of fruit a little earlier in the day? Or, maybe you have a slight cold? Or, you're congested? Allergies? Dehydrated? All of these things could factor into throwing your taste buds a curve

ball. And, how about this one - maybe you had a garlic-heavy dish or something spicy the night before? Yes, even foods you consumed an evening before can impact your palate the next day.

So, when this situation happens to you, and it will undoubtedly happen to you at some point in your wine tasting career, don't beat yourself up over it. There's always tomorrow and another bottle waiting to be tasted.

Bryce Ternet - contributing editor and author of the recently released: "The Stevenson Plan, A Novel of the Monterey Peninsula." See <http://www.mbryceter.net.com/> for more.

RECIPE

Filet Mignon Mustard Cream & Wild Mushrooms

INGREDIENTS

3 tablespoons	unsalted butter
1 pound	mixed wild mushrooms, such as shiitake and cremini, trimmed
4 (6-ounce)	beef fillets, about 1 1/2 inches thick
1	shallot, finely chopped
2 tablespoons	grainy mustard
1 cup	heavy cream
2 tablespoons	chopped fresh flat-leaf parsley, plus more for garnish, optional
	Kosher salt and freshly ground pepper

DIRECTIONS

1. Heat 2 tablespoons butter in a large, heavy nonstick skillet over medium-high heat until hot. Add the mushrooms and 1/2 teaspoon salt and 1/2 teaspoon pepper. Cook, stirring occasionally, until browned, about 6 minutes.
2. Wipe out the skillet. Heat the remaining 1 tablespoon butter in the skillet over high heat until hot. Sprinkle the beef generously with salt and pepper. Sear over medium-high heat, turning once halfway through, until browned, about 12 minutes for medium. Transfer the beef to a platter.
3. Add the shallots to the skillet, and cook over medium heat, stirring, until golden, about 3 minutes. Add the mustard and heavy cream, and bring to a boil, cooking until slightly thickened, about 3 minutes. Stir in the parsley. Spoon the sauce on a plate; place the beef on the sauce and scatter the mushrooms over top. Garnish with additional parsley, if desired.



\$5 WINE CLUB
MEMBER

Special



*Wild Mushroom
& Goat Cheese Tartlet*

Roasted mushrooms, walnuts,
herbed goat cheese.

House made butter pastry crust, whipped herbed goat cheese, sauteed wild mushrooms and oven roasted walnuts with a balsamic drizzle. Complete with a small frisée salad on top for a creative touch. A great small plate that pairs well with many different types of wine. A medium-bodied red with some tannin will contrast with the mushrooms. Consider a Bordeaux or Tuscany style wine created right here in Monterey County...

Every month A Taste of Monterey will be featuring a special menu item, at a great price, exclusively offered to our wine club members. Enjoy with one of your favorite Monterey wines (or beer!) at our tasting room on Cannery Row.



WE NEED YOUR HELP!

In order to better serve our members, we need to receive any new info and changes regarding your status (i.e., change of address, new credit card number, etc.) by the 20th of each month.

PLEASE NOTIFY US BY CALLING
(888) 646-5446

Any information received after the 20th of each month will not take effect until the following month. Change of address updates, for the upcoming shipment, called in after the 20th, may be subject to a special handling fee.

PLEASE SEND QUESTIONS OR COMMENTS TO:

A Taste of Monterey
Attn: Elaine Hewett
700 Cannery Row, Ste. KK
Monterey, CA 93940
(888) 646-5446 ext. 13
club@tastemonterey.com

CLUB SAVINGS

Remember, as a Club Member, you receive a 15% discount on all purchases (20% for Quattro and Cellar members) and a weekly complimentary tasting.

NEWSLETTER STAFF

Robyn Rauh - Executive Editor
Ken Rauh - Creative Director
Bryce Ternet - Contributing Editor
Elaine Hewett - Club Manager

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		REGULAR PRICE*	12-BOTTLE DISCOUNT PRICE*	6-BOTTLE DISCOUNT PRICE*
JANUARY SELECTIONS		PRICES EXPIRE 03/31/2014		
	Cima Collina 2009 Pinot Noir	\$24.00	\$18.00	\$19.20
	Noble Vines 242 2012 Sauvignon Blanc	\$14.00	\$10.50	\$11.20
	Pelerin 2009 RTW	\$21.00	\$15.75	\$16.80
	Joullian 2011 Roger Rose Chardonnay	\$30.00	\$22.50	\$24.00
DECEMBER SELECTIONS		PRICES EXPIRE 02/28/2014		
	Ryder 2012 Syrah	\$18.00	\$13.50	\$14.40
	Craftwork 2012 Chardonnay	\$20.00	\$15.00	\$16.00
	Craftwork 2011 Pinot Noir	\$28.00	\$21.00	\$22.40
	Holman Ranch 2011 Chardonnay	\$28.00	\$21.00	\$22.40
NOVEMBER SELECTIONS		PRICES EXPIRE 01/31/2014		
	Samantha Starr 2009 Pinot Noir	\$19.00	\$14.25	\$15.20
	Puma Road 2010 Silver Cap Chardonnay	\$25.00	\$18.75	\$20.00
	Parrot Ranch 2005 Cabernet Sauvignon	\$25.00	\$18.75	\$20.00
	Chesebro 2012 Albariño	\$18.00	\$13.50	\$14.40
PRIVATE RESERVE CLUB		PRICES EXPIRE 02/28/2014		
	Bernardus 2010 Rosella's Chardonnay	\$40.00	\$30.00	\$32.00
	Böeté 2007 Cabernet Sauvignon	\$36.00	\$27.00	\$28.80
	Pot Belly Vintners NV Port	\$50.00	\$37.50	\$40.00
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