

Let's *Wine*
About it



SAUVIGNON BLANC

Sauvignon Blanc, pronounced “saw vee nyon blahnk” or “blahn” if trying to mimic the French, is one of the world’s most popular white wines. It’s made from green-skinned grapes that can grow in a range of climates to produce food-friendly wines at many price points.

Sauvignon Blanc can be crisp and grassy or juicy and tropical, yet always expresses trademark acidity. It’s refreshing, easy to identify, and there’s a style for everyone, which is why Sauvignon Blanc’s fan club keeps growing.

Like all white wines, Sauvignon Blanc should be served chilled. If the wine is too warm, the alcohol will be more noticeable while flavors and acidity will taste dull. Too cold, and the aromas and flavors are muted. The best temperature range is 50–55°F, which can be achieved by two hours in the refrigerator or 30–40 minutes in an ice-water bath.

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, Ext. 13.

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.

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WWW.TASTEMONTEREY.COM

Mix & Match

ANY OF THE CURRENT OR PREVIOUS CLUB WINES TO RECEIVE **25% OFF 12 BOTTLES OR 20% OFF 6**

MARCH SELECTIONS	PRICES EXPIRE 05/31/2021	REGULAR PRICE*	12-BOTTLE DISCOUNT PRICE*	6-BOTTLE DISCOUNT PRICE*
Craftwork 2018 Cabernet Sauvignon		\$19.00	\$14.25	\$15.20
Joyce 2018 Chardonnay		\$22.00	\$16.50	\$17.60
Joyce 2019 Submarine Canyon Pinot Noir		\$25.00	\$18.75	\$20.00
Craftwork 2020 Sauvignon Blanc		\$18.00	\$13.50	\$14.40
FEBRUARY SELECTIONS	PRICES EXPIRE 04/30/2021			
Ranch 32 2018 Cooper's Blend		\$20.00	\$15.00	\$16.00
Pierce Ranch Vineyards 2019 Verdelho		\$25.00	\$18.75	\$20.00
Pierce Ranch Vineyards 2016 Cabernet Sauvignon		\$28.00	\$21.00	\$22.40
Ranch 32 2019 Chardonnay		\$20.00	\$15.00	\$16.00
JANUARY SELECTIONS	PRICES EXPIRE 03/31/2021			
VDR 2018 Red Blend		\$30.00	\$22.50	\$24.00
Noble Vines 2018 242 Sauvignon Blanc		\$16.00	\$12.00	\$12.80
Noble Vines 2018 667 Pinot Noir		\$18.00	\$13.50	\$14.40
Chesebro 2018 Albariño		\$22.00	\$16.50	\$17.60
PRIVATE RESERVE CLUB	PRICES EXPIRE 05/31/2021			
Joyce 2018 Gabilan Pinot Noir		\$45.00	\$33.75	\$36.00
Mesa Del Sol 2013 Syrah		\$38.00	\$28.50	\$30.40
Pianetta 2018 Sangiovese		\$38.00	\$28.50	\$30.40

TO ORDER, CALL TOLL-FREE: 888-646-5446
*PRICES LISTED REFLECT PRICE PER BOTTLE. NO OTHER DISCOUNTS APPLY.

TASTING MONTEREY

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



Missing our view?

Check out our live webcam while you sip on some Monterey Wine.

March Referrals



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



Follow us on Instagram and Facebook @atasteofmonterey

Monterey
WINE CLUB

MEET OUR MEMBERS: Ken Fried



Ken and Ceecil on the beach in Monterey in 2002

Ken Fried has been an A Taste of Monterey wine club member since 2002. He is originally from San Leandro, located in the San Francisco Bay Area. After beginning to frequent the beautiful golf courses located on the peninsula, Ken happened upon A Taste of Monterey while exploring Cannery Row.

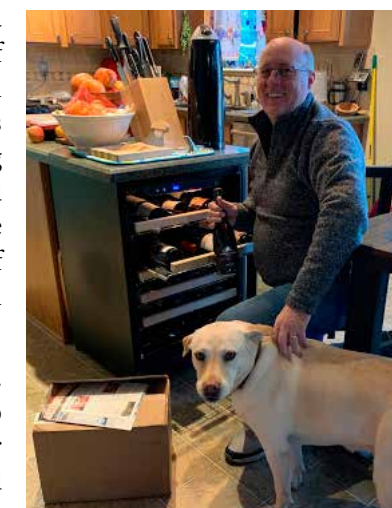
“I remember walking around and seeing A Taste of Monterey and wondering what it was. I vividly remember looking and seeing the water through the building without actually going all the way in and thinking ‘what is this place?’” Fried explained. “Now I make sure to go in every time I’m in Monterey.” Ken recalls taking this then girlfriend, now wife, Ceecil Rufo-Fried, into the bistro to take

a break from exploring the area. They would sit and enjoy a glass of wine while looking out at the view.

Ken and Ceecil receive club Taste, Red, Cellar, and Reserve, but have been a part of every club that we offer at one point throughout the years. Some of their favorite wines they have received over the years have been from Mission Trail, Morgan, and Paraiso. Ken recalls 1997 Bernardus Marinus Reserve as being one of his very first favorites. However, much has changed while being a part of the club for almost 20 years now. As different wineries have closed and others have been opened, the Frieds have really been able to experience many different styles of wine-making and varietals that have come out of Monterey County. This has allowed them to grow and expand their taste in styles, like learning to become fans of Chardonnay, for example.

“When I first went to A Taste of Monterey, I had just learned to enjoy wine. I was never really a wine drinker. We first would drink wines from the Paso Robles area, but once we discovered Monterey County wines, they felt better and tasted better to us,” said Ken. “After joining the club, my wife and I had moved to Georgia and I didn’t want to lose the club. We knew Georgia wasn’t a wine growing area, so we continued with the club.”

Continued Inside



Ken and his dog, Hailey, as he opens his shipment and places his wines in his wine cooler.

MEMBER PICK PACK

Ken Fried has picked some truly excellent wines for you to enjoy in his wine club member designed pack. Enjoy these three ultra-premium wines selected from one of our very own veteran Monterey Wine Club members.

Retail: \$97 • Sale: \$79

Monterey Wine Club: **\$67^{.15}** • Club Quattro & Celler: **\$63^{.20}**

Order: 831-646-5446 ext 10 • www.tastemonterey.com

Ken Fried



Monthly Wine Selections

CRAFTWORK - 2018 CABERNET SAUVIGNON



Honoring the best of traditional winemaking, the wines from their estate vineyards are handcrafted to showcase the natural expression of the vineyard, variety and vintage. In a world of flashy technology, some might call this hopelessly old-fashioned. They call it Craftwork. The Cabernet grapes are sourced from their estate Hames Valley and San Lucas Vineyards. Hames Valley is located at the southern edge of Monterey County and has a climate characterized by a high day-to-night temperature differential, where a variation of up to 50° is quite common. San Lucas, about 20 miles north of Hames Valley, is characterized by its beautiful rolling topography, sunshine-filled days, and cool nights. A small amount of Malbec and Petit Verdot from Hames Valley add to the complexity of this balanced, Bordeaux-style Cabernet Sauvignon.

A mouth-filling Cabernet Sauvignon with ripe berry aromas and a hint of cedar, followed by rich flavors of blackberry and cassis and a smooth, long finish. The firm tannins make it a terrific pairing with steaks, chops, and juicy burgers.

Cabernet Sauvignon, Malbec, Petit Verdot 13.5% Alcohol Cellar Through 2026

Comments: _____ ◇ Great ◇ Good ◇ So-So

JOYCE - 2018 Submarine Canyon Chardonnay



Joyce Vineyards began as a chance planting by Francis Joyce in 1989 on a steep hillside in Carmel Valley. Joyce Wine Company now tells the stories of Monterey County's unique terroir through Francis' son Russell Joyce, a second generation winemaker who grew up working amongst the vines at the family's estate. Russell showcases the area's premier AVAs in a classic and minimal approach to winemaking. He utilizes this approach to create wines of purity and elegance while focusing on the local varietals grown in Monterey County and its surroundings.

Aromas of preserved lemon, straw, honey, citrus blossom with flavors of golden delicious apple, pear, pineapple, ginger, saline.

100% Chardonnay 13.0% Alcohol Cellar Through 2024

Comments: _____ ◇ Great ◇ Good ◇ So-So

JOYCE - 2019 Submarine Canyon Pinot Noir (Club Red)



Joyce's flagship Pinot Noir is a pure representation of the coastal terroir in Monterey County. The name "Submarine Canyon" is a reference to the deep underwater canyon located in the Monterey Bay. This deep sea canyon provides the ideal marine climate for growing premium Pinot Noir grapes. All five of the vineyard sites from where they source fruit experience a strong marine influence. Ancient glacial soils made up of sand, gravel, limestone, and shale loam help create wine with bright acidity, vibrant fruit and medium weight and texture.

Aromas of Kirschwasser, strawberry-rhubarb pie, sage blossom, dried roses with flavors of bing cherry, raspberry, pomegranate, cranberry, rosewater.

100% Pinot Noir 13.0 Alcohol Cellar Through 2025

Comments: _____ ◇ Great ◇ Good ◇ So-So

CRAFTWORK - 2020 Sauvignon Blanc (Club Blanc)



With its combination of warm days followed by cool winds in the late afternoon, Monterey County has excellent climatic conditions for this classic variety. The brisk conditions bring out the tropical fruit flavors with a hint of mineral edginess. At Craftwork, they utilize trellis systems in the vineyard that shelter the grapes, allowing filtered sunshine through the canopy to gently and evenly ripen the clusters.

Striking aromatics of grapefruit and guava lead into ripe apple and melon flavors. Bright and crisp with balanced acidity, the wine wraps up with a refreshing tropical fruit finish. Delicious as an apéritif, it also pairs well with a broad range of foods, including citrusy ceviche, grilled shrimp or scallops, gazpacho, and Asian stir fry.

100% Sauvignon Blanc 13.5% Alcohol Cellar Through 2025

Comments: _____ ◇ Great ◇ Good ◇ So-So

Cover Article Continued

Being able to receive wine from A Taste of Monterey worked out great for them, but as they were travelling more often their collection started to build up, Ken explains that when the two moved to Colorado, they had over 120 bottles of wine. They paused shipments and rejoined once they were caught up. "We don't cellar it, we drink it! So, we had to catch up and gift some to friends before rejoining," explains Ken.

Ken and Ceecil most enjoy their wine with their neighbors. On Friday evenings, each neighbor will make an appetizer or small plate and everyone will gather to enjoy each other's company along with a bottle of wine from the club.

When asked what has kept the two a part of the club for so long, Ken explains, "The club gives you an opportunity to try different wines, ones that you might not have tried on your own, and if you like it, it allows you to buy more, which is great."

It has now been over 10 years since the Frieds have visited Monterey, as they are now residing just north of Denver, Colorado. The two had plans to visit Monterey back in March of 2020, but those plans were cancelled due to the pandemic. Hopefully they will make a trip back once A Taste of Monterey has reopened and it is safe to do so.

Springtime & Slightly Sweet Wine



Many people begin their journey with wine by starting with sweet varietals such as Riesling, Muscat, or Gewürztraminer. As they begin tasting more, many wine drinkers tend to stray from sweet wines and oftentimes turn their noses up at it. However, these wines are made for more reasons than just for those with a sweet tooth or those who might not like the taste of a drier wine.

As Spring arrives and the weather begins to get warmer, sweet wine is a great refreshing way to cool off, to accompany you on a sunny afternoon picnic, and pairs with a variety of food. Let us not forget that sweet and salty is one of the superior flavor combinations, and let's face it,

we all can have a sweet tooth from time to time.

Riesling is extremely versatile and can be enjoyed with a slough of appetizers and main dishes. It ultimately pairs great with spicy foods. From Mexican spice to a Thai spicy, the off dry characteristics of Riesling cuts through some of the heat packed in these foods and makes for a perfect pairing. In addition, Rieslings have little to no oak influence and no malolactic fermentation which allows the essence of the grape to really shine, making it bright, refreshing, and light with just that lovely hint of sweetness.

Wines like Moscato and Gewürztraminer are more on the sweeter side than an off-dry Riesling, but are great for occasions such as Sunday brunch or with a salty snack. Finding a good quality Moscato or Gewürztraminer can be difficult to do, and we have all had the experience of a sickly sweet wine. A well-made traditional Moscato or Gewürztraminer should be sweet, but not to the point where you feel you are drinking sugar water. Hive and Honey Gewürztraminer from our wine selection is a great example of a delicious sweet wine. It is also a staff favorite. Sweeter varietals go well with soft cheeses, nuts, charcuterie, and olives. On the other hand, they also go well with maple bacon, waffles, and pancakes!

Our point is, revisit those wines that welcomed you into the wine world and helped you grow. They have a purpose, just as red wine does in the winter! They are extremely versatile and we think you would be surprised with just how many occasions they can make just a bit better.



Entertain with Wine



PICNIC-PERFECT WINE

Whites - Picnic fare is all about the variety, ease, and "travel ability". The food has to survive the time it takes to get to the picnic area, handle not being too cold for a long period (unless you want to lug around a cooler), and not be too messy. Therefore, you'll want a crisp, chilled white that pairs well with such food.

Rosé - Many people enjoy crisp rosé or blush wines in the summer because of their light, almost floral flavors. They are so versatile that they are a must-pack with your picnics. Serve rosé wines chilled as you would whites. These lightly acidic wines offer fruit flavors such as melon/strawberry/red fruit qualities that pair well with cheese and crackers, seafood, salads, or cold chicken. The nice thing about rosé is it's also inexpensive.

Light Reds - For picnics, choose a light bodied red wine. You don't want to pack your 16% alcohol Zinfandel in your picnic because it will overpower any of the foods you bring. So you need to find something that isn't heavy or brooding, but lighter and with less alcohol. What fits that bill? Pinot Noir, Gamay, and Beaujolais are all lighter red wine choices that go well with picnics, particularly charcuterie and cold cuts. While these wines don't need to be served chilled, they also aren't great when they are overwarmed, so carry them in the cooler and allow them to sit for about 10 minutes outside of the cooler before serving.