

Fasting Monterey

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

COMING EVENTS

Every Fridays Wine Bar

A Taste of Monterey
5:00pm-8:00pm*
Join us every Friday evening from 5pm to 8pm. Start your weekend off with a relaxing view, live music, great food and a glass of Monterey's finest.



Store Hours

A Taste of Monterey
Cannery Row
Sun-Wed 11am-7pm
Thu-Sat 11am-8pm

*No new member tastings after 6:00pm

JUNE REFERRALS



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



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Time to Celebrate

A TASTE OF MONTEREY TURNS 20

Everyone hold your glasses high for a moment, because this month marks 20 years since the founding of A Taste of Monterey. That's 20 years of serving as the premier ambassador for Monterey County showcasing the outstanding wines and wineries it has to offer. During all these years, we've strived to offer a world-class venue for our members and visitors alike to enjoy our wines and take in breathtaking views of Monterey Bay.

We're also proud of our role administering what we truly believe is the best wine club out there. This is not only based on our outstanding Monterey County wines, but also in the constantly changing selections we provide each month or quarter along with our informative and enjoyable newsletters. We are equally proud of our website which contains valuable information and resources for our members, locals, and visitors alike. And, how could we possibly leave out the extraordinary new food menu we offer to anyone who visits us on Cannery Row?



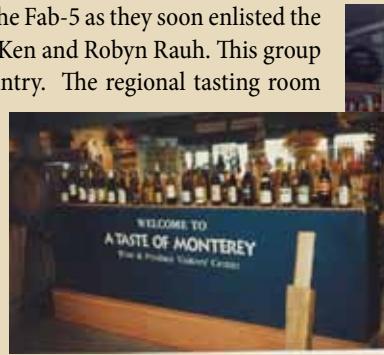
But, it all hasn't always been this way, and we've undergone various changes more than once in the past 20 years. Let's take a look back at where things began...when the cork was still being eased out of the bottle, one could say.

The concept for A Taste of Monterey began over two decades ago in the minds of a few of Monterey County's now wine veterans. This group consisted of Butch Lindley (*founder of Lockwood Vineyards*), Rich Smith (*founder of Paraiso Vineyards*) and John Handel (*then Director of Operations for Canandaigua Wine Company-Paul Masson Winery*). This Monterey County Powerhouse 3 wanted to find a way to not only collaborate together in order to pool resources and ef-

forts to get the sprouting wineries and flourishing vineyards more exposure, but they also had a bigger, grander idea in mind: increase the exposure of all Monterey County wines.

Unbelievable as it may sound, Monterey County wines faced a challenge in being considered equally with California wines produced in other areas of the state...and notably in those two counties north of San Francisco. (*Of course, we all know most people out there just have NO IDEA what they are missing.*) This unjustified situation more than re-asserts our continued presence here at A Taste of Monterey, but if this remains true today – imagine the odds stacked against Monterey County 20 years ago!

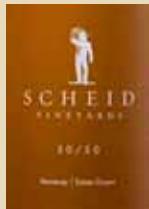
So our own Monterey County Fab-3, became the Fab-5 as they soon enlisted the help of husband and wife management team, Ken and Robyn Rauh. This group had one goal, promote Monterey's Wine Country. The regional tasting room was a very unusual concept. Only the second of its kind in California. These founders have described this endeavor as a "Boy Scout Project". Meaning it was all about the betterment of the community. In all actuality, it was and still is a business model that employed strict sustainable practices. We were sustainable, before sustainable was cool.



Continued Inside



MONTHLY WINE SELECTIONS

SCHEID - 2010 50/50

In Asian philosophy, yin yang is the concept of complementary opposites that interact within a greater whole as part of a dynamic system. Hmm, sounds a bit like the 50/50 partnership of our Cabernet Sauvignon and Syrah. Cabernet Sauvignon: rich, polished and powerful. Syrah: supple, fruit-forward and a little sassy. Each on its own is quite beautiful but put them together in an equal marriage and you discover their off-the-charts chemistry.

Scheid's 2010 50/50 has the structure and dark fruit flavors of Cabernet Sauvignon and the softness and jammy fruit of Syrah, combining to present a delicious example of elegance and power in one glass. The aromas of dark plum and blueberry accented with dark chocolate and oak characteristics of vanilla and baking spices will convince you that soul mates really do exist.

50% Cabernet Sauvignon, 50% Syrah

368 Cases Production

14.5% Alcohol

Cellar Through 2017

Comments: _____ ◇ Great ◇ Good ◇ So-So

MONTOYA - 2012 Chardonnay

Located in the central Salinas Valley of Monterey County, California, Arroyo Seco ('dry creek') has a transitional climate. Cool, foggy weather prevails in the north-west of the AVA, while the warmer south-west, where a steep, narrow canyon slices into the Santa Lucia mountains, is more sheltered from the wind. Soils in the canyon are not very fertile, forcing the roots of the vines to dig deep for survival.

The 2012 Montoya Chardonnay has a golden straw color with fresh fruit aromas of ripe pear and apple. Delicious flavors of stone fruit and melon complemented by nuances of toasty oak come through the finish. The perfect companion to grilled salmon and sauteed sea bass.

100% Chardonnay

13.9% Alcohol

Cellar Through 2016

Comments: _____ ◇ Great ◇ Good ◇ So-So

MONTOYA - 2012 Pinot Noir (Club Red)

Grown, produced and bottled from their winery's estate vineyard in the Arroyo Seco AVA, the Montoya 2012 Pinot Noir reflects the family's commitment to produce distinctive wines with great nuance and depth from their finest vineyard estates.

The wine has aromas of fresh red berries: raspberry, strawberry, cranberry, along with some sour cherry and a slight earthy aroma. The taste follows suit with much of what the nose promises: cranberry, sour cherry, raspberry with some touches of vanilla and cinnamon on the finish.

100% Pinot Noir

13.4% Alcohol

Cellar Through 2017

Comments: _____ ◇ Great ◇ Good ◇ So-So

SCHEID - 2010 Viognier (Club Blanc)

In 1965, Viognier was on the brink of extinction. Only 8 measly acres of this Rhône varietal existed in the Condrieu. That Viognier has crawled its way off of the endangered species list is no small miracle. Capricious by nature, growing Viognier is like walking a tightrope. Sensitive, late ripening, and naturally low in acid, she's a fickle grape and even when you pour heart and soul into her, she might just thumb her nose at you. Her saving grace? Viognier is truly gorgeous, with the aromas and distinctiveness of a Gewürztraminer, the succulent fruit flavors and creamy mouthfeel of a Chardonnay, and that certain je ne sais quoi that gives her a magic all her own.

With striking aromas of honeysuckle and orange blossom, the Scheid Vineyards 2010 Viognier bursts with layers of apricot and melon that lead into a crisp, clean finish.

92% Viognier, 5% Marsanne,

219 Cases Production

13.5% Alcohol

Cellar Through 2015

2% Grenache Blanc, 1% Muscat Canelli

Comments: _____ ◇ Great ◇ Good ◇ So-So

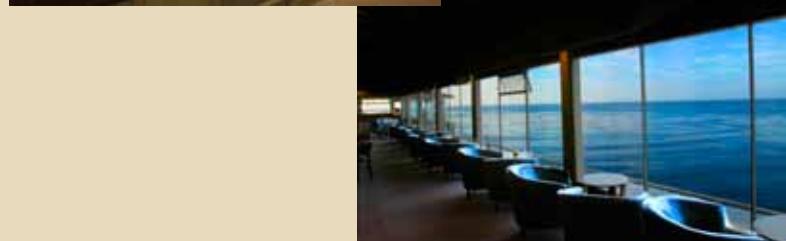
Cover Article Continued

Located on a world famous street that sees about 3 million visitors every year and housed in a historic building with arguably one of the best views in California, A Taste of Monterey has grown to be one of the Central Coast's most popular attractions and a favorite local wine and culinary oasis.

While the original founders are no longer involved in the daily operations, they still participate on our Founders' Advisory Board. Ken and Robyn have carried on the ATOM torch, and it's shinning as bright as ever and hopefully will for many more years.

There have been many changes throughout the years. You know our updated store with its beautiful décor and fine furnishings. You know our elegant wine bar and the slick bistro setting serving up some delectable treats with multiple sitting options. You know our sheik shopping section. You know the excellent Monterey County wines, the stellar service from our employees, and, of course, the amazing views of Monterey Bay with kelp beds sprouting with marine life in the foreground and a backdrop of the Santa Cruz Mountains from our panoramic windows. But of this group, only the wines, service, and views exist from 20 years ago. Twenty years ago it looked a lot different inside. Actually, even two years ago, it looked a lot different!

Long time Club members undoubtedly remember the layout of the store being much different – especially there being quite a bit less seating. And while A Taste of Monterey has always promoted all Monterey County origin products (*originally there was even a "produce bar" near the front register area which sampled and sold County produce*), it's only been recently since we've opened our bistro element that we've been able to fully extend the great bounty of Monterey County with menu items featuring County-sourced ingredients.

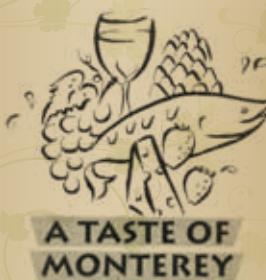
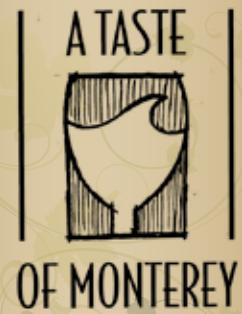


of the region for the last 20 years, and we fully intend to continue this mission for the next 20 years.

Okay, you've held your raised glasses long enough. Now it's time to celebrate as we all wish A Taste of Monterey...

Happy 20th
Birthday
Cheers!

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



**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 complimentary tastings.

NEWSLETTER STAFF

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

VISIT US ONLINE

WWW.TASTEMONTEREY.COM

MIX & MATCH

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

JUNE SELECTIONS	PRICES EXPIRE 08/31/2014	REGULAR PRICE*	12-BOTTLE DISCOUNT PRICE*	6-BOTTLE DISCOUNT PRICE*
 Scheid 2010 50/50		\$26.00	\$19.50	\$20.80
 Montoya 2012 Chardonnay		\$16.00	\$12.00	\$12.80
 Montoya 2012 Pinot Noir		\$16.00	\$12.00	\$12.80
 Scheid 2010 Viognier		\$24.00	\$18.00	\$19.20
MAY SELECTIONS	PRICES EXPIRE 07/31/2014			
 Hahn 2012 SLH Chardonnay		\$25.00	\$18.75	\$20.00
 Irony 2011 Merlot		\$14.00	\$10.50	\$11.20
 Hahn 2012 SLH Pinot Noir		\$35.00	\$26.25	\$28.00
 Irony 2011 Chardonnay		\$14.00	\$10.50	\$11.20
APRIL SELECTIONS	PRICES EXPIRE 06/30/2014			
 District 7 2011 Pinot Noir		\$20.00	\$15.00	\$16.00
 Lineshack 2010 Roussanne		\$18.00	\$13.50	\$14.40
 Tre Gatti 2011 Baldo Rosso Syrah		\$22.00	\$16.50	\$17.60
 District 7 2011 Chardonnay		\$18.00	\$13.50	\$14.40
PRIVATE RESERVE CLUB	PRICES EXPIRE 08/31/2014			
 Wrath 2011 San Saba Syrah		\$39.00	\$29.25	\$31.20
 Aiena 2009 Monterey Pinot Noir		\$29.00	\$21.75	\$23.20
 Heller 2009 Petit Verdot		\$50.00	\$37.50	\$40.00

TO ORDER, CALL TOLL-FREE: 888-646-5446

*PRICES LISTED REFLECT PRICE PER BOTTLE. NO OTHER DISCOUNTS APPLY.