

Tasting Monterey

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

COMING EVENTS

Friday, Aug 5, 2011
First Fridays Art Walk
 A Taste of Monterey
 Old Town Salinas
 5:00pm-8:00pm*
 Stop by A Taste of Monterey in Old Town Salinas on your journey through the First Fridays Art Walk. Enjoy art from a featured local artist, while we stay open later!

Thursday, Aug 25, 2011
Thirsty Thursdays
 A Taste of Monterey
 Old Town Salinas
 5:00pm-7:00pm*
 Join us on the last Thursday of every month from 5pm to 7pm. A Taste of Monterey, Oldtown Salinas is keeping its doors open later and offering special wine by the glass prices. Featured Winemaker and 30% off wine and gifts (discount for club members only).

Friday, Aug 26, 2011
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.

Friday, Sept 16, 2011
Pinofest Monterey
 Monterey Beach Party
 Del Monte Beach House
 6:00pm-10:00pm
 With a new exciting venue, fun theme and the opportunity to taste world-class Pinot Noirs (white and rose' will be available as well), this will prove to be a spectacular event. Come enjoy a classic California style beach party on the beautiful Del Monte Beach, in Monterey, complete with great wine, food and entertainment!

* No new tastings after 5:45pm

WOULDN'T IT BE GREAT IF A TASTE OF MONTEREY WAS OPEN 24/7 ?...

Surprise IT IS!

Quick - What's new in Monterey County these days? How about A Taste of Monterey's website? We've recently revamped our website in order to provide our wine club members enhanced access to our services, while also strengthening our role as the premier ambassador of Monterey's Wine Country.

So, I guess the better question to ask is: Why aren't you online right now checking out all the fun and informative new features? While we're on the topic, we may as well walk through some of the new and improved content together.

Let's start with the homepage at www.tastemonterey.com. Here you will notice links for a "Special Offer, "Featured Event", links to online shopping for wine and merchandise, a wine country overview, a link to more information on group events, a one-click opportunity to view the most up to date No-Corkage Fee list and a Member's Only sign-in.

Special Offer - We've included this feature as an opportunity to bring attention to unique, specially-discounted products for our customers. This could be a particular wine at a reduced price, one of our Varietal Voyage releases, a barrel works creation, fun wine glasses, vintage posters or even food items. So, be sure to check back often, as the featured project changes often. You do not want to miss out on any great offers.

Featured Event - Have you ever wondered when we are having our next gathering? Look no further! Every time we have an event scheduled in the near future, you will be able to find the details now on our website. This could range from non-member open events such as Thirsty Thursdays or Last Fridays to members-only events, to details on our participation in County-wide or regional wine tasting events.

No Corkage Fee - Monterey, Carmel, Marina, Pacific Grove, Salinas, Seaside...we have established relationships with restaurants within all and we encourage you to take advantage of this wonderful opportunity to combine our outstanding wines while supporting some of the area's best restaurants. Check back often to see where we may add new restaurants in the future.

Wine - Red varietals, whites, sparkling and rosé wines and dessert wines...you'll find access to them all through the website, including a description of each. The site makes searching for wines easy by breaking down our entire inventory listing further by particular varietals or blends. Wine packs and various wine assortments are also available.

Visit - A brief history of A Taste of Monterey is provided here, as well as an overview of each of our locations and our overall vision. Also, be sure to check out the great introductory video tour on us!

Wine Country - If you've ever wanted to quickly brush up on your knowledge of Monterey's Wine Country, we have now provided you with a valuable resource. This area of the website provides a thorough overview of Monterey County's Wine Country, including segments on climate, soils and appellations. A few very interesting short videos are there waiting to be watched as well.

Group Events - Having spent just a few afternoons behind the wine bar myself, I can't tell you how many times I encountered tasters who inquired on holding their own ATOM event. Would you like to rent out one of our facilities in order to have your own reception? It's entirely possible, and here you'll find details on venues, private tastings, wine receptions, elegant dinners or creative theme events. On the website, you have all the information available to you in order to start planning your own personalized ATOM experience.

Membership - As a wine club member, you have an option to sign-on once you visit our website. By doing so, you ensure that you will receive your club member discount on any items you purchase online. Signing-on also will allow you to access and modify your member information we have on file, if ever needed. You can also take advantage of the special pricing discounts we offer to our club members for re-ordering wine club shipments for the current selection and up to two previous months. Last, (but certainly not least!), this is the area of the website where you will find access to previous newsletters, including all of our fabulous recipe ideas.

So, there is our brief overview. As always, if you find that you still have questions in some of these areas, please let us know and we'll be happy to serve you.

Now, let's have some fun! Below there are ten questions, and we're going to have a "scavenger hunt" of sorts.

1. *What elements are in the soil that make the Chalona AVA so unique?*
 a. Sand and loam | b. Decomposed granite and limestone | c. Granite and sandy loam | d. Chalk rock and cobblestones
2. *In February's issue of Tasting Monterey, how much white wine is recommended to make Seafood Pasta Monterey?*
 a. a splash | b. ½ cup | c. 1 cup | d. 1 bottle
3. *In 1966, Monterey County was home to how many acres of wine grapes?*
 a. About 5 acres | b. About 20 acres | c. About 1,200 acres | d. About 30,000 acres
4. *In the membership section of the website, after you've logged on, what is the 3rd item you can access?*
 a. Password Re-set | b. Edit Credit Card | c. Order History | d. Edit Memberships



AUGUST REFERRALS



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

Continued Inside

MONTHLY WINE SELECTIONS

ESTANCIA WINERY - 2010 *Sauvignon Blanc*



Estancia Sauvignon Blanc grapes are grown in their Pinnacles Vineyard on the east side of the Salinas Valley at the base of the Gabilan Mountains. They employ artisan winemaking practices such as native yeast fermentation and gentle pressing to craft wines of exceptional character.

Estancia Sauvignon Blanc has aromas of melon and lemon grass which are accented by soft hints of white pepper. The wine displays flavors of bright honeydew melon, pear and crisp citrus flavors that make this wine an excellent match to seafood and spicy dishes, or to savor on its own.

100% Sauvignon Blanc

13.5% Alcohol

Cellar Through 2012

Comments: _____ ◇ Great ◇ Good ◇ So-So

PIERCE RANCH VINEYARDS - 2008 *Cabernet Sauvignon*



The San Antonio Valley, located at the southernmost tip of Monterey County, is proving to produce rich, distinctive Cabernet Sauvignon and Pierce Ranch Vineyards' 2008 vintage is no exception. Estate-grown in soils rich in calcareous material, the fruit was the product of careful, continual attention in the vineyard. Aggressive shoot thinning kept yields below four tons an acre, while an incremental harvest in small blocks insured optimal ripeness. Produced on a limited scale, the fruit was fermented in small lots and aged in French oak for 12 months.

A somewhat more delicate, nimbler presentation of the variety, it offers layered fruit accompanied by moderate tannins. Light garnet in color with aromas of black cherry, black currant and black plum.

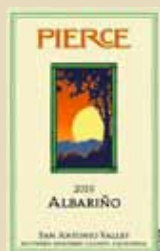
100% Cabernet Sauvignon

14.4% Alcohol

Cellar Through 2014

Comments: _____ ◇ Great ◇ Good ◇ So-So

PIERCE RANCH VINEYARDS - 2010 *Pierce Albariño* (Club Blanc)



Native to the Spanish region of Galicia, Albariño is a tremendous white variety noted for its expressive aromatics and bright acidity. Pierce Ranch Vineyards' 2010 Albariño -- declared Best of Show in the 2011 Central Coast Wine Competition -- provides an excellent example of why this is definitely a white to watch in the years to come.

Estate grown in their vineyards in southern Monterey County's San Antonio Valley appellation, the 2010 vintage was produced on a decidedly small scale. Rooted in a mix of calcareous material, broken shale, and decomposed granite, the vines received meticulous attention throughout the growing season, and yields were limited to less than three tons per acre. The fruit was then fermented at cold temperatures in stainless steel and kept from malolactic fermentation. About ten percent was then allowed to age in neutral oak for five months. The result is a wine of rich fruit and crisp acidity perfect for the summer months. Notes of pear, citrus and peach combine with a characteristic minerality.

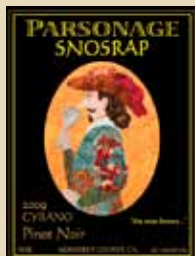
100% Albariño

14.1% Alcohol

Cellar Through 2012

Comments: _____ ◇ Great ◇ Good ◇ So-So

PARSONAGE SNOSRAP CYRANO - 2009 *Pinot Noir* (Club Red)



Parsonage produces wines under the Snosrap Cyrano label from grapes purchased from high quality, low yielding Monterey County vineyards. Snosrap is Parsons spelled backward. The Cyrano de Bergerac characterization on the label is a sign of the importance of the "nose" or bouquet of the wine inside the bottle. The Pinot Noir grapes, for this wine, came from the Cedar Lane Vineyard in Arroyo Seco. The Pinot clones 777, 115, P4 and 114 were blended together. Barrel aged in oak for 1 year with 1/3 new French oak coming from coopers Francois Frere and Seguin Moreau.

All of the correct pinot aromatics are here in this "come hither" nose: Bing cherry, red raspberry, strawberry, dried rose petals and tea leaves. Then all of that sweet, sexy, silky red fruit skates gently across your palate in a very pretty form. This is not pinot on steroids!!

100% Pinot Noir

14.6% Alcohol

Cellar Through 2013

Comments: _____ ◇ Great ◇ Good ◇ So-So

Cover Article Continued

5. For a Private Group Wine Tasting at A Taste of Monterey, what is the minimum charge?
a. \$100 Facility fee plus \$20 per person | b. \$15 per person | c. \$5 per person | d. \$400 Facility fee plus \$10 per person
6. How many restaurants in Pacific Grove participate in the No Corkage Fee program?
a. 1 | b. 3 | c. 8 | d. 12
7. What year was A Taste of Monterey founded?
a. 1993 | b. 1995 | c. 2002 | d. 2003
8. What 3 wines were featured in the Video Tour for A Taste of Monterey?
a. Bernardus Sauvignon Blanc, Paraiso Chardonnay, and Marins Syrah | b. Morgan Chardonnay, Mission Trail Merlot, and Ventana Syrah
c. Lockwood Chardonnay, Paraiso Pinot Noir, Mission Trail Merlot | d. Mission Trail Gamacha, Graff Mourvedre, Silvestri Syrah
9. How many American Viticultural Areas (AVAs) are located in Monterey County?
a. 6 | b. 7 | c. 8 | d. 9
10. What kind of cheese do we recommend to pair with Red Bordeaux Blends?
a. Brie | b. Aged cheddar | c. Gorgonzola | d. Chevre

All of the answers to these questions can be found somewhere on the website, so good luck with your quest. Submit the correct answers to one of our store managers or email them to us, and we'll be happy to extend our wine club members a one-time additional 5% purchase discount on top of their existing membership discount. Not a bad excuse to play around on the new website, is it? Of course, having a glass of fine Monterey County wine nearby is highly encouraged.

In closing, we encourage our wine club members to take advantage of this newly enhanced benefit of your membership and hope you enjoy these new features. Also, for those of you that are active "Facebookers," please consider liking us as well, as we like all of our members and appreciate the positive feedback.

Bryce Ternet - Bryce Ternet is a contributing editor and is the author of three books. See <http://www.facebook.com/pages/M-Bryce-Ternet/124070024286223> for more.

RECIPE

King Salmon

with Zinfandel Shiitake Sauce

Serves: 4

Ingredients:

- 1 1/2 lbs salmon steaks or fillets, lightly coated with flour
- 1/2 lb soft butter
- 2 cups Zinfandel
- 1 T olive oil
- 2 T minced shallots
- 4 oz shiitake mushrooms, sliced
- 2 T hot water
- 1 T minced garlic
- 1 T Glace de Viande (reduced brown stock)
- 1 T Pepper to taste

Method:

Pour 2 cups Zinfandel in sauce pan. Add minced shallots. Over medium heat, reduce liquid until it is almost gone (Be careful not to burn).

Remove pan from heat and add hot water and the Glace de Viande. Dissolve stock completely and return pan to heat.

Using a wire whip, add the soft butter and combine completely.

In a frying pan over medium heat, heat the olive oil and then add the sliced mushrooms and garlic. Saute until mushrooms are soft.

Add mushrooms to wine mixture and then add pepper to taste.

Saute or flat grill the salmon.

Arrange the cooked fish on a serving platter or on individual plates.

Pour 3 to 4 tablespoons of the sauce over each serving of salmon.

To oil a grill rack: Oil a folded paper towel, hold it with tongs and rub it over the rack. (Do not use cooking spray on a hot grill)



No Corkage Fee Program Participant!



A YEAR In the Vineyard



For this month's vineyard segment we're going to take a step back from the vines as they bask in the warm mid-summer sunshine and take a moment to discuss a few vineyard management issues. Duties of a viticulturist in spring and summer months include monitoring and controlling pests and diseases, fertilizing, irrigation, canopy management, and monitoring fruit development.

One particular nasty fungal disease that will make any viticulturist cringe is called powdery mildew. An infected vine will display powdery spots on the vine itself and its leaves. The disease can rapidly spread if not controlled and can cause extensive damage.

Basically, what will occur is that the grapes will rot and the resulting wine will be of much lower quality than it would have been. Vineyard managers fight off the spread of powdery mildew with a fungicide spray that is normally sulfur-based.

Another important vineyard management topic is canopy management. Canopy management can impact grape yields, quality, and characteristics. It can also help to prevent certain grape diseases from spreading. And while this may initially sound as simple as trimming leaves from the vine, we assure you that it's much more complicated as a delicate balance between shade and sunshine, referred to as "optimal leaf coverage," is the ultimate goal and is no easy task.

Leaves provide shade for the grape clusters, keeping them from over-exposure to direct sunlight which can result in harmful heat stress (i.e. sunburn). However, too much shade will hinder development of sugars and other key components in the grapes. Therefore, careful management and monitoring of leaf removal in a vineyard is a major responsibility!

PRIVATE RESERVE
Monterey Wine Club

3 Reserve Wines / Quarterly
For More Info, Call:
(888) 646-5446

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
127 Main Street
Salinas, CA 93901
(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

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

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**

AUGUST SELECTIONS		REGULAR PRICE*	12-BOTTLE DISCOUNT PRICE*	6-BOTTLE DISCOUNT PRICE*
	Estancia Winery 2010 Sauvignon Blanc	\$15.00	\$11.25	\$12.00
	Pierce Ranch Vineyards 2008 Cabernet Sauvignon	\$20.00	\$15.00	\$16.00
	Pierce Ranch Vineyards 2010 Albariño	\$20.00	\$15.00	\$16.00
	Parsonage Snosrap Cyrano 2009 Pinot Noir	\$24.00	\$18.00	\$19.20
JULY SELECTIONS		PRICES EXPIRE 09/30/2011		
	Paraiso Vineyards 2008 Chardonnay	\$18.00	\$13.50	\$14.40
	Sycamore Cellars 2008 Pinot Noir	\$18.00	\$13.50	\$14.40
	Chesebro Wines 2009 Sauvignon Blanc	\$16.00	\$12.00	\$12.80
	Paraiso Vineyards 2008 Syrah	\$22.00	\$16.50	\$17.60
JUNE SELECTIONS		PRICES EXPIRE 08/31/2011		
	Joyce Vineyards 2010 Stèle Chardonnay	\$15.00	\$11.25	\$12.00
	Christopher Paul Wines 2008 Pinot Noir	\$26.00	\$19.50	\$20.80
	Morgan Winery 2010 Pinot Gris	\$18.00	\$13.50	\$14.40
	Joyce Vineyards 2007 Francis Vineyard Merlot	\$22.00	\$16.50	\$17.60
PRIVATE RESERVE CLUB		PRICES EXPIRE 08/31/2011		
	Paraiso Vineyards 2007 West Terrace Pinot Noir	\$40.00	\$30.00	\$32.00
	Morgan Winery 2008 Double L Vineyard Chardonnay	\$36.00	\$27.00	\$28.80
	Boëté Winery 2005 Reserve Cabernet Sauvignon	\$50.00	\$37.50	\$40.00
		TO ORDER, CALL TOLL-FREE: 888-646-5446 *PRICES LISTED REFLECT PRICE PER BOTTLE. NO OTHER DISCOUNTS APPLY.		