

Tasting Monterey

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

COMING EVENTS

Friday, Sept 28, 2012
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.

Saturday, Sept 29, 2012
Pinofest Monterey

Monterey Beach Party
Del Monte Beach House
6:00pm-10:00pm
With an 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!

Extended Hours

A Taste of Monterey
Cannery Row
11:00am-7:00pm**
Our tasting room is now open 1 hour later on Thursday, Friday and Saturday.

* No new tastings after 5:45pm
** No new tastings after 6:00pm

SEPTEMBER REFERRALS



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



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To Rinse or Not to Rinse?

Anyone who spends time behind a wine tasting room's counter will attest that having a pitcher of water available for tasters can cause some degree of confusion. Is the water there for rinsing or for drinking? And if for rinsing, when should it be used? Will the leftover water in the glass after a rinse dilute the next wine? As we're all trying to be more water conscious these days, this is a perfect opportunity to address these questions and others that may be lingering when it comes to proper wine tasting etiquette.



Let's begin with why there is normally a carafe of water present on a wine tasting room's bar. So is it there to drink or rinse? A little bit of Column A and a little bit of Column B. We all know that drinking too much of any adult beverage will dehydrate us and this can occur even from a small wine tasting venture. So feel free to pour yourself a glass of agua fria after a tasting or even during one. Not only will you feel better overall, but you will appreciate the wines you taste more as well.

As for rinsing, yes - you can use the water that is provided for rinsing. BUT...use it sparingly. This is not just a public service water conservation message; this is also directly related to your wine tasting experience. Rinsing with water between pours for tastings can and will dilute your next pour, so while you may believe you are doing well to rinse between pours, in reality you are doing more harm than good...most of the time.

Here's the deal: when you walk up to a wine tasting bar and you are handed a menu, the suggested order for tasting wines is deliberate. Depending on a winery's offered vintages, it will always be non-sweet white wines first, maybe sweeter whites next, then definitely dry reds, followed by perhaps sweeter whites and always concluding with sweet dessert-style wines. This is done purposefully so that you do not have to rinse your glass.

We know that rinsing with water in between tastings will potentially harm the next wine poured into your glass, so have faith in us. We want you to have the best experience possible and we do not want to do anything to diminish the quality of the wines we pour for you.

So why the "most of time" comment earlier? Let's say, for example, you believe there is something off about a wine you taste. Perhaps you believe the wine is corked (in other words, turned bad for a variety of reasons). First off, do not feel bashful about notifying your wine ambassador. Bottles are routinely checked after they are opened for tastings, but in rushed moments, a corked bottle may go unnoticed. You may be correct, you may not be (it may just be the style of the wine that you do not find agreeable), but any wine ambassador will be happy to investigate your concern as they do not want to continue to pour a wine that may be potentially be off.



In such instances, rinsing with water makes sense. Also, if you are jumping around from whites to reds, sweets to non-sweets, rinsing with water in between can also be an option. (Although, as previously noted, this is not recommended and it's better to stick with the order the wine tasting room has provided.)

If you must rinse, it is better to do it with wine. But be vigilant. While wine tasting is meant to provide an enjoyable experience, wineries do not want to pour their wine for rinsing and dumping in between every pour during a tasting. Wine ambassadors will normally be happy to pour a splash for rinsing when justified, but be aware that this is essentially

Continued Inside

MONTHLY WINE SELECTIONS

MONTOYA VINEYARDS - 2010 *Pinot Noir*



Grown, produced and bottled from their winery's estate vineyard in the Arroyo Seco AVA, the Montoya 2010 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.

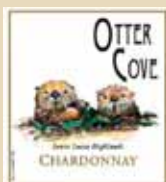
100% Pinot Noir

13,5 Alcohol

Cellar Through 2015

Comments: _____ ◇ Great ◇ Good ◇ So-So

OTTER COVE WINES - 2010 *Chardonnay*



Otter Cove Winery prides themselves by producing quality products at a great price. For the 2010 Chardonnay, the grapes are from the old vines up in the Santa Lucia Highlands. This well balanced wine was partially aged in neutral oak and went through partial malolactic fermentation. You'll find notes of butterscotch, tropical fruits, honey and a bit of citrus with a very clean finish. It pairs wonderfully with any seafood, cheese and fruit, or delicious all by itself.

100% Chardonnay

14.1% Alcohol

Cellar Through 2014

Comments: _____ ◇ Great ◇ Good ◇ So-So

HAHN WINES - 2010 *SLH Pinot Noir* (Club Red)



Estate-grown, produced and bottled by Hahn Winery, their SLH wines reflect the best from their vineyards in the Santa Lucia Highlands appellation.

The Hahn SLH Pinot Noir comprises grapes grown from three of the Hahn family's Santa Lucia Highlands vineyards. The conditions of the Smith, Hook, Lone Oak and Doctor's vineyards are ideal for growing Pinot Noir. They are bathed in the sun above the valley fog, while the ocean breezes keep the temperature moderate and allow for a long, cool growing season.

Deep ruby in color, Hahn SLH Estate 2010 Pinot Noir is vibrant and simply stunning, perhaps their finest to date. Bright red fruit dominates the nose and palate, along with the black fruit flavors characteristic of Santa Lucia Highlands Pinot Noir. Notes of cherry cola, dried herbs, and minerals are balanced by cool-climate acidity and velvety tannins.

This versatile wine pairs well with virtually any dish. Try with vinaigrette-glazed grilled Ahi with spinach or a mixed green salad in a raspberry vinaigrette with berries, red onions, avocado and goat cheese.

100% Pinot Noir

14.5% Alcohol

Cellar Through 2015

Comments: _____ ◇ Great ◇ Good ◇ So-So

MONTOYA VINEYARDS - 2010 *Chardonnay* (Club Blanc)



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 2010 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

13,5% Alcohol

Cellar Through 2014

Comments: _____ ◇ Great ◇ Good ◇ So-So

Cover Article Continued



wasting wine...never a good thing. So use the request sparingly and only when truly justified. Of course, in your home tasting adventures, feel free to rinse away with wine to your heart's desire, but, again...you'll be wasting wine.

While we're talking tasting room etiquette, let's briefly touch on some other areas. Such as -is it appropriate to ask for a second pour of a wine? Yes and no. If you ask for a second pour, do not take advantage of the situation. Asking for a second pour should only be done when you are seriously considering purchasing a particular bottle of wine.

And why is there usually some form of crackers on a wine tasting room's bar? They are there for you to have between tastings to cleanse your palate. This does not mean though that they are there for your lunch. It can be a capital idea to have a cracker when switching from dry whites to dry reds then to sweet whites or even between bold dry reds, but not necessarily in between each wine. Many tasting rooms offer light foods to enjoy post-tasting, such as cheeses and more elaborate cracker arrangements. If you're starving, take advantage of these alternatives instead of emptying the counter's bowl of crackers.

So, back to rinsing. The basic message is that it should be done sparingly. As long as you stick with the recommended order of a wine tasting, there's often no need to do it anyway. And with water concerns ever present (we know something about this on the Monterey Peninsula) limiting the urge to unnecessarily waste water is a beneficial impact for the wines we taste and beyond.

Bryce Ternet - contributing editor and is the author of three books. See <http://www.mbryceter.net/> for more.

RECIPE

Red Potato Salad in Sour Cream Vinaigrette

Ingredients

- 2 ½ pounds Small New Red Potatoes
- Salt
- 3 Tbsp Red Wine Vinegar
- 6 Tbsp Olive Oil
- ½ Cup Sour Cream
- ½ Cup Mayonnaise
- 1 Tbsp Dijon Mustard
- 1 Each Garlic clove, peeled and mashed
- Freshly Ground Black Pepper
- 3 Ribs Celery, finely diced
- 4 Tbsp Scallions, finely minced
- ½ Cup Small Dill Gherkins, finely diced
- ½ Cup Pimientos, finely diced



Directions

Cook the potatoes in boiling salted water about 20 - 25 minutes or until just tender. Drain and cool in fridge for at least 1 hour or overnight. When ready to make potato salad, peel and cut the potatoes in ¾ inch dice. Place them in a salad bowl. Sprinkle with 2 tablespoons of the vinegar and 4 tablespoons of oil, toss lightly and set.

Combine the remaining vinegar, oil, sour cream, and mayonnaise in a bowl, and add the Dijon mustard and garlic, and whisk until smooth. Season the dressing with salt and pepper and set aside.

Add the celery, scallions, gherkins, pimientos, and dressing to the potatoes. Toss gently and refrigerate for 2 - 4 hours before serving. To serve, return to room temperature and correct the seasoning if needed.

Pinotfest

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Saturday, Sept. 29, 2012

6:00pm - 10:00pm

\$55 pp in advance • \$60 pp at the door

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All prices are inclusive

Sorry, no refunds

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PLEASE NOTIFY US BY CALLING
(831) 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
(831) 646-5446
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

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SEPTEMBER SELECTIONS	PRICES EXPIRE 11/30/2012	REGULAR PRICE*	12-BOTTLE DISCOUNT PRICE*	6-BOTTLE DISCOUNT PRICE*
 Montoya Vineyards 2010 Pinot Noir		\$16.00	\$12.00	\$12.80
 Otter Cove Wines 2010 Chardonnay		\$23.00	\$17.25	\$18.40
 Hahn Wines 2010 SLH Pinot Noir		\$35.00	\$26.25	\$28.00
 Montoya Vineyards 2010 Chardonnay		\$16.00	\$12.00	\$12.80
AUGUST SELECTIONS	PRICES EXPIRE 10/31/2012			
 Ventana Vineyards 2009 Rubystone		\$22.00	\$16.50	\$17.60
 Paraiso Vineyards 2010 Chardonnay		\$18.00	\$13.50	\$14.40
 Pierce Ranch Vineyards 2007 Tourbillon		\$18.00	\$13.50	\$14.40
 Ventana Vineyards 2010 Pinot Gris		\$22.00	\$16.50	\$17.60
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 Scheid Vineyards 2009 Riesling		\$18.00	\$13.50	\$14.40
 Graff Family Vineyards 2009 Mourvèdre		\$20.00	\$15.00	\$16.00
 Scheid Vineyards 2008 Merlot		\$22.00	\$16.50	\$17.60
 Graff Family Vineyards 2009 Viognier		\$20.00	\$15.00	\$16.00
PRIVATE RESERVE CLUB	PRICES EXPIRE 11/30/2012			
 Pessagno Winery 2010 Sleepy Hollow Chardonnay		\$32.00	\$24.00	\$25.60
 De Tierra Vineyards 2007 Silacci Pinot Noir		\$26.00	\$19.50	\$20.80
 Scheid Vineyards 2006 Reserve Claret		\$60.00	\$45.00	\$48.00

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