

Tasting Monterey

A WINE ENTHUSIAST'S QUARTERLY 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

SUMMER 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!

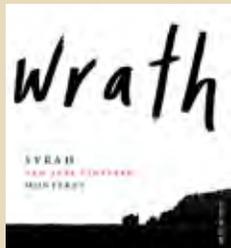
So our own Monterey County Fab-3, became the Fab-5 as they soon enlisted the help of husband and wife management team, Ken and Robyn Rauh. This group had one goal, promote Monterey's Wine Country. The regional tasting room was a very unusual concept. Only the second of it's kind in California. These 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

RESERVE WINE SELECTIONS

WRATH - 2011 San Saba Syrah



Vineyard: Wrath's Estate San Saba Vineyard is set in a sheltered nook just below the Santa Lucia Highlands AVA. The estate consists of 72 acres of which 67.75 are planted to Chardonnay, Pinot Noir, Sauvignon Blanc, Syrah and Muscat. This is a cool site with little rainfall and one of the longest growing seasons in the world. The soils, Arroyo Gravelly Loam and Hanford Gravelly Sandy Loam, provide a low-vigor, well-draining, disease- and pest-free medium for the vines. They also impart a subtle mineral quality to their wines. To preserve the local ecosystem, they have worked with viticultural consultant Steve McIntyre to develop a sustainable farming program, certified by the CCVT, tailored to their estate. In addition to protecting the local environment, Wrath believes it allows them to produce

wines that are more authentic and specific to the terroir.

Winemaking: From Wrath's estate vineyard comes their most full-bodied single-vineyard Syrah, a blend of 877, 174, and Noir clones.

Tasting Notes: A nose of black pepper, spice box, black olive, bacon and cocoa, precedes a dense palate of spice and dark berry that finishes long and structured.

Wrath
2011 San Saba
Syrah

Alcohol
14.5%

AVA
Monterey

Cases Produced
168
Composition
100% Syrah

Aging Potential
8-10 years

AIENA - 2009 Monterey Pinot Noir



Vineyard: Two vineyards provide the grapes that make up this wine: Mission Ranch, southwest of the town of Soledad and at the junction of the Arroyo Seco and Santa Lucia Highlands appellations, and Silacci, which is just outside the northern end of the Santa Lucia Highlands and is one of the coolest sites in the county where Pinot Noir is planted. Both are on silty, decomposed granite-based soils. Mission is a bit better drained and less fertile than Silacci and both naturally bear small crops.

Winemaking: Winemaking is the same as the other Pinot Noirs they make (B Kosuge, Mirua, McIntyre) native yeast fermentations, moderate use of oak and minimal handling. The usual high-end Pinot stuff.

While they are careful not to make all the wines they make in exactly the same way, they are always trying to put the fruit and the vineyard first. In other words, they try to stay out of the way and let the wine speak for itself.

Tasting Notes: The 2009 Aiena Monterey Pinot Noir is a combination of red and black fruits in the aroma and flavor. Bright red color, medium dark. This wine is perhaps a bit riper and showier than the 2008 vintage. It shares with that wine a raciness and vibrancy on the palate that speaks to the cool climate and low yields of two vineyards that make up this blend, although it is definitely darker and richer.

Aiena

2009 Monterey
Pinot Noir

Alcohol
14.5%

AVA
Santa Lucia Highlands

Cases Produced
425

Composition
100% Pinot Noir

Aging Potential
5-7 years

HELLER - 2009 Petit Verdot



Vineyard: Overlooking the Cachagua region of Carmel Valley, ("Cachagua" is said to be an Indian derivative of the French "cacher" and the Spanish "agua" meaning 'hidden waters') and framed by the dramatic surrounding hills, lie the beautiful mountain vineyards of the Heller Estate. The vineyards are certified 100% organic. Neither herbicides nor pesticides are used in the production of the grapes. This certification was granted after three vintages of clean farming, although the vineyards have always employed organic methods throughout the years.

Winemaking: The 2009 growing season started cold and behind schedule in Carmel Valley - about two to three weeks as June hit - then summer temperatures increased, which brought the grapes up to good sugar by the beginning of October. Then, as Mother Nature often does, they were hit by a large, wet rainfall on October 13th. What was anticipated to be roughly a 1-2 inch rainfall turned quickly into over 6 inches! Luckily most of Heller's grapes were harvested just prior to this rain and those that remained dried up enough to be harvested by early November.

Tasting Notes: Extremely layered aromas of cassis, black cherry custard and vanilla butter cream. Also, look for toasty oak and dried herb undertones. Rich and flavorful with an excellent food friendly tanginess and balanced tannins. Lively dry-yet-fruity body with a tangy blueberry pie finish. A lovely minerality carries throughout palate from start to finish. Serve with any number of red meat dishes and grilled game.

Heller

2009 Petit
Verdot

Alcohol
13.5%

AVA
Petit Verdot

Cases Produced
250

Composition
100% Petite Verdot

Aging Potential
8-10 years

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 shining 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.

With the recent interior remodel and new wine bistro, a top-notch website, and a variety of different wine club offerings - we think we're looking pretty good these days after all the years. As always though, we'll continue considering how to even further improve our services to our loyal club members and visitors in the future. Directors and staff have proudly assumed the mantle of "Monterey County Wine Ambassador" by promoting the bounty of the region for the last 20 years, and we fully intend to continue this mission for the next 20 years.

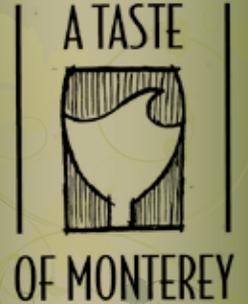
Okay, you've held your raised glasses long enough. Now it's time to celebrate as we all wish A Taste of Monterey...

*Happy 20th
Birthday
Cheers!*



A TASTE OF
MONTEREY

Logos



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

THE Monterey Grapevine

O-N-L-I-N-E

E-mail Newsletter

Visit:

www.tastemonterey.com
& sign up for FREE

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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WWW.TASTEMONTEREY.COM

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

PRIVATE RESERVE CLUB		REGULAR PRICE*	12-BOTTLE DISCOUNT PRICE*	6-BOTTLE DISCOUNT PRICE*
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
JUNE SELECTIONS				
PRICES EXPIRE 08/31/2014				
	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
TO ORDER, CALL TOLL-FREE: 888-646-5446 *PRICES LISTED REFLECT PRICE PER BOTTLE. NO OTHER DISCOUNTS APPLY.				