

MARCH 2010

WINES Evaluated: 312

WINES Rejected: 289

WINES Approved: 23

WINES Selected: 4

The Vintners Series

WINE OF THE MONTH CLUB®

Two years ago these wines would have probably been two expensive for the Limited Series. Ah, but times have changed and we are the beneficiaries. Our Nero d'Avola from Mistral is nothing short of awesome. It is followed by a winery with a story almost as good as the wine. Our alternates are equally as exciting. A Tannat from Argentina which is better than most of the ones we've tasted from Uruguay, where Tannat is knocking them out and an absolutely shuddering Sauvignon Blanc which would be labeled Sancerre except it's a few blocks away and half the price. It doesn't get much better.

NERO D'AVOLA, 2006. MISTRAL, SICILY, ITALY

The new wave of wines from Sicily is wowing us as much as the Argentine Malbecs. They are simply delicious and it doesn't make much difference what grapes, red or white, light or heavy or anything else. The Sicilians are rockin'! This beauty is just so luscious we can't wait to try it again.

SAUVIGNON BLANC, 2008. NINETY PLUS CELLARS, MARLBOROUGH, NEW ZEALAND

We still can't get over the concept of finding wines that scored 90+ points and taking the leftovers. Why didn't we think of that? Regardless, we love buying great wine from smart people and this is one of the smartest buys we've made in a while. Maybe the smartness is rubbing off.

TANNAT, 2007. DON RODOLFO, CAFAYATE, ARGENTINA

Always love the Tannat from Uruguay, but this one really knocked us out. Not as tannic and rough as the others, with richness and flavors we enjoyed tremendously. Better than most and at a terrific price.

SAUVIGNON BLANC, 2008. SINCERITE, LORIE, FRANCE

Here's a true oddity. We sort of thought that this would be a Sancerre, one of our favorite white wines on the planet. Well, technically it isn't, but it's the same grape, Sauvignon Blanc, just grown outside the actual limits of Sancerre. Could have fooled us. What did fool us was the price. It tastes like it, but doesn't cost like it. Don't wait!!!

INSIDE THIS MONTH

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A NOTE FROM YOUR CELLARMASTER



Paul Kalemkiarian

I am having too much fun. My daughter and her friends want to learn about wine. How cool is that? So we had a tasting session the other night and I really enjoyed it. They were listening. They never listened to me before. Maybe the subject matter was the problem before..maybe I should have been talking about wine instead of "clean up your room!" Too late to ask those questions, and I should take what I can and run. We had a good time and I think they actually learned something!

A handwritten signature in green ink that reads "Paul Kalemkiarian".

Paul Kalemkiarian

WHAT'S NEW THIS MONTH?

As they used to say, "Now we're cooking with gas!" I am not that old that having gas in our house is a novelty, but the phrase still carries the feeling that things are really moving forward. And that is what is happening here. First, the quantity of wine we are tasting is sky-rocketing. I can tell you that there is a lot of juice out there and the wineries need to get bottled what is in the tank, and sell what is on the floor. There was a 20% jump in production in 2009 and there will be even more wine coming to market.

Second, we have continued to upgrade our internal systems to continue to raise the level of customer service that we can provide. We are upgrading our phone system, changing the way we process orders, streamlining the website and creating some pretty cool social programs.

Third, we are working on our packaging; reducing the cost to keep our prices low, increasing the recycle factor, raising the art factor and cutting packing time.

Fourth, we are creating a streamlined box labeling system that will allow things to leave our warehouse faster and cut down delivery time for an order.

I love wine, I love business and I wake up in the morning with the opportunity to do both. As the guy at the will call counter at an industrial supply house said, "I'm just living a dream."

I thank all my members and our gift recipients for the opportunity to serve you and explore the world of wine and business.

Take a look at our FaceBook page and become a fan...Fun conversation and some special FB only deals. www.facebook.com/wineofthemonthclub.

Membership in *THE VINTNERS SERIES* is open to anyone with an interest in and an appreciation for superb wines... and excellent wine values. Membership is FREE. For more info write:

WINE OF THE MONTH CLUB	P.O. Box 660220, Arcadia, CA 91066
Call:	1-800-949-WINE (9463) or (626) 303-1690
FAX:	(626) 303-2597
Online:	www.WineoftheMonthClub.com
Newsletter written by:	Ed Masciana, Wine Author

THIS MONTH'S SELECTION #1

The Vintners Series

WINE OF THE MONTH CLUB

For 1000 years, the Vasari family has cultivated vines in Mamertino on the hills dominating the valley of the river Mela in Sicily. Their experience, knowledge and innovative techniques have been handed down from generation to generation resulting in the production of exceptional wines with exciting flavors. The family feels their success is due to their deep respect for the environment as a treasured tradition for producing the highest quality wines.

The wines of Mamertino were referred to as warm, generous and highly drinkable and were offered to Julius Caesar at banquets including the celebrations for his third consulship, and was mentioned in his book "The Gallic Wars".

The noble and historic origins of Mamertino, passed down by word of mouth on the land from which it came, indicate a wine which was showered with honors, prized and aristocratic that, furthermore, towered over its contemporaries in ancient and modern times. Strabone, the revered Roman geographer counted Mamertino wines among the best of the time and Pliny the Elder placed it in fourth place in his classification of 195 wines written in 78

ad, while the Frenchman André Tehernia, in his book, "The Wine of Roman Italy" described Mamertino as "the fourth grand cru classé".

In 1990, Ruggero Vasari introduced organic cultivation into his vineyards, lemon and olive groves. Vines were planted on the most fertile soils of the estate facing north-west and west at an altitude of 700 to 1,000 feet above sea level. These high reaching vines are buffeted from the scorching heat that is sometimes present at ground level.

The cellar is equipped with the latest state of the art equipment and is located in an old farmhouse dating back to 1700. The modern facilities extend to an area of more than 7,000 square feet with storage capacity for another 2 million gallons of wine housed in stainless steel tanks and small oak casks.

Nero d'Avola is Sicily's most popular red grape, used in the region's bestselling varietal wine. Until the 1980s, commercial use of Nero d'Avola was dedicated almost exclusively to fortifying weaker reds in France and Northern Italy. Under the direction of pioneers like Vasari, it has taken its rightful place as Sicily's most renowned red wine.



Nero d'Avola
(Neh-roe Dah-voe-lah)

2006

MISTRAL
Sicily, Italy

Color:
Dark purple

Nose:
Earth, licorice
and tart cherry

Palate:
Leather and earth
mixed with lots
of berries

Finish
Concentrated, tannic
with blackberry fruit

WOMC Rating
90 Points

CELLARING SUGGESTIONS

Drink now
through 2012

V310E	Retail Price:	\$18.99/each
	Special Member Price:	\$14.99/each
	Reorder Price:	\$12.99/each
	31% Discount	\$155.88/case

THIS MONTH'S SELECTION #2



Every now and then an idea comes along that is so simple, yet so unique, that you bang your head with your palm and yell to the heavens "Why didn't I think of that"? The concept is simple; find small or medium-sized wineries that consistently rate scores of 90 points or higher in the national wine press. Give them a call at the end of their vintage, when they have left over inventory and are trying to make extra room, not to mention raise capital to get into the next vintage. Negotiate a great deal on these highly rated wines, send your artwork over to their label company and have these 90 plus rated wines shipped directly to your warehouse and sell them at unbelievable prices. Only question is what to call this new wine venture? Duuhhhh, 90+ Cellars of course.

I make light of an incredible concept created by Kevin Mehra, of Latitude Beverage Co. out of Boston, but that in essence is what he does to great success. If you are looking for unsurpassed values in Argentinean Malbecs, New Zealand Sauvignon Blancs, Australian Un-oaked Chardonnays, Cab's, Shiraz/Viognier or even fabulous German Rieslings,

try these wines and become part of growing mass of believers. Those that believe great wine doesn't have to cost that much.

Their mission is to become the boldest and most innovative beverage company in America by providing the public with high quality, creatively packaged products at a value price. 90+ Cellars is the result of purchasing high quality and highly rated finished wines direct from wineries at a discount and passing the savings on to customers.

The primary selection criteria for wine opportunities are not just price and availability. The wines must have a pedigree of 90 or higher ratings and best buy or gold medal accolades from major publications. To qualify and narrow down the wines, they are assisted by a tasting panel of retailers and wine professionals that approve all wines.

The nose of our selection show exuberant citrus fruits with ripe melon and guava with underlying herbal and classic gooseberry notes. Fresh, sweet fruit and crisp acid gives balance and an elegant structure with a smooth finish. In short, a classic New Zealand Sauvignon Blanc.



Sauvignon Blanc (Soe ving yahn Blonk)

2008

NINETY PLUS Marlborough, New Zealand

Color:
Light golden

Nose:
White peach and
gooseberry

Palate:
Fresh herbs and lime

Finish
Tart, herbal and
hints of grapefruit

WOMC Rating
90 Points

CELLARING SUGGESTIONS

Drink now
through 2010

V310F	Retail Price:	\$16.99/each
	Special Member Price:	\$14.99/each
	Reorder Price:	\$12.99/each
	23% Discount	\$155.88/case

ADVENTURES IN GOOD FOOD



SEARED CHILEAN SEA BASS WITH PIPERADE

INGREDIENTS:

3 tablespoons olive oil
2 red bell peppers, or 1 red and
1 yellow, seeded and thinly sliced
1 medium onion, halved and
thinly sliced crosswise
3 cloves garlic minced
3/4 cup peeled, seeded, and chopped
tomatoes, with juice
1-1/2 pounds Chilean sea bass fillet,
cut into 4 portions
Salt and freshly ground pepper to taste

PREPARATION:

Heat 2 tablespoons of the oil in a skillet or wok over medium-low heat. Add the peppers and onion and cook, stirring, until the peppers begin to wilt but do not brown. Add the garlic, cook until fragrant, and add the tomatoes and a pinch of salt and pepper. Simmer until everything is tender and the flavors are well blended, about 15 minutes. Keep warm.

Meanwhile, remove the fish from the refrigerator, season lightly on both sides with salt and pepper, and let stand a few minutes at room temperature.

Set another skillet (cast iron or heavy aluminum, just large enough to hold the fish) over medium-high heat until a drop of water evaporates instantly on contact; turn on the broiler. Add the remaining oil to the skillet, swirl the pan to coat the bottom, and add the fish. Cook until the bottom begins to brown, about 2 minutes, then run the skillet under the broiler without turning the fish. Broil 3 to 4 minutes, turn the browned side up, and continue broiling until a skewer easily slides in and out of the thickest part of the fish, another 2 to 3 minutes depending on thickness. Serve with the browned side up, with the pepper mixture spooned over and around the fish. Serve with a glorious glass of *Ninety Plus Sauvignon Blanc*.

JACK DANIELS BARBECUED SPARERIBS

INGREDIENTS:

4 large, thick Pork Country spareribs
FOR RUB:
1 tsp. each of seasoned salt, chili
powder, onion powder, garlic powder.
1/2 tsp cayenne
Rub mixture all over ribs and let set for
an hour or up to 24 hours

FOR SAUCE:

2 tablespoons oil
1/4 teaspoon salt
1/8 teaspoon pepper
1 onion, sliced
1 cup ketchup
1 cup Mistral Nero d'Avola
1 onion finely chopped in
food processor
2-3 slices bacon also finely chopped
2 tablespoons brown sugar
3 tablespoons Worcestershire
2 tablespoons vinegar
2 tablespoons prepared mustard
2 tablespoons lemon juice
1 tablespoon garlic powder
1/4 cup Jack Daniels Bourbon

PREPARATION:

1. After being rubbed, brown ribs in oil in skillet. Place in baking dish or cookie sheet. Cover with foil and bake at 500 degrees for 1 hour.

2. Sauté onion and bacon in skillet until tender. Add ketchup, cup of Mistral Nero d'Avola, brown sugar, Worcestershire, vinegar, mustard, lemon juice, and garlic powder; mix well. Simmer for 15 minutes, stirring frequently.

3. Pour sauce over ribs. Bake (uncovered) in preheated 350 degrees F. oven 45 minutes or until done. Add Jack Daniels. Bake an additional 5 minutes. Remove, cool and serve.

Serve with a glass of *Mistral Nero d'Avola*.

TASTING NOTES



WINE:

Date Tested _____

Color _____

Nose _____

Tasted _____

Tracking Notes

Date _____ Comments _____

Date _____ Comments _____

Date _____ Comments _____

WINE:

Date Tested _____

Color _____

Nose _____

Tasted _____

Tracking Notes

Date _____ Comments _____

Date _____ Comments _____

Date _____ Comments _____

THE VINTNERS SERIES CELLAR NOTES

A report on how previous VINTNERS SERIES Selections are faring with age.







March 2008 Cabernet Sauvignon, 2004. Trewa. Still going.
Pinot Grigio, 2006. Tutu. Drink up.

March 2009 Malbec (Reserva), 2006. Alonso Videla. Still going.
Sauvignon Blanc, 2007. Shannon Ridge. Great now.

Need Another Binder? When your binders bulge with newsletters,
just call us and we'll send you additional binders.

EARLIER SELECTIONS



ITEM # & DESCRIPTION	QTY	MEMBER REORDER PRICE	TOTAL
 #V310E – Nero d'Avola, 2006. Mistral <i>"Earth, licorice and tart cherry"</i> Retail Price \$18.99 31% Discount		\$12.99/Each \$155.88/Case	
 #V310F – Sauv Blanc, 2008. Ninety Plus Cellars <i>"White peach and gooseberry"</i> Retail Price \$16.99 23% Discount		\$12.99/Each \$155.88/Case	
 #V310G – Tannat, 2007. Don Rodolfo <i>"Boysenberry, blackberry and earth"</i> Retail Price \$16.99 23% Discount		\$12.99/Each \$155.88/Case	
 #V310H – Sauv Blanc, 2008. Sincerite <i>"White peach and citrus"</i> Retail Price \$17.99 27% Discount		\$12.99/Each \$155.88/Case	
 #V210E – Merlot, 2007. Frosted Cake <i>"Currant, black cherry and chocolate"</i> Retail Price \$22.99 39% Discount		\$13.99/Each \$167.88/Case	
 #V210F – Riesling, 2008. Lucas & Lewellen <i>"Lovely peach, lemon peel and nectarine"</i> Retail Price \$17.99 39% Discount		\$10.99/Each \$131.88/Case	
To order by phone call TOLL FREE 1-800-949-WINE (1-800-949-9463) Monday – Friday 8 am – 5 pm (Pacific Time) To order by mail or fax please complete this order form. Fax 626-303-2597 (24 hours a day) Or mail to: WINE OF THE MONTH CLUB P.O. Box 660220, Arcadia, CA 91066 Or shop online at: www.WineoftheMonthClub.com		Sub-Total	
		CA Sales Tax	
		S & H*	
		EARLIER SELECTIONS TOTAL	

*For shipping and handling charges, see other side.

☐ Check # _____ in the amount of \$ _____ enclosed (made payable to Wine of the Month Club)

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Card # _____ Exp.Date: _____ / _____
MONTH YEAR

Name (Please Print) _____ Signature _____

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City _____ State _____ Zip _____

() _____ () _____

Phone (day) _____ Phone (evening) _____ E-Mail Address _____

IMPORTANT DELIVERY INFORMATION: We can ship to CA, CO, ID, IA, IL, MO, ND, NE, NH, NM, NV, OH, OR, TX, WI, WV. Shipments cannot be made to a Post Office box. If an adult is not regularly at this address during normal UPS/Federal Express delivery hours, please specify a neighbor's, or office address, for the shipments.

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It's the Perfect Gift for a... *Thank You, Housewarming, Wedding, Anniversary, Congratulations, Holiday, Father's & Mother's Day, Valentine's Day, Christmas & New Year's. Business Thank You, Bon Voyage... or just to say "I Love You!"*

GIFT #	THE VINTNERS SERIES GIFT MEMBERSHIPS	QTY	PRICE	TOTAL
10V	2 Bottles Current club selections		\$44.99*	
20V	6 Bottles Assortment of recent selections		\$114.99*	
30V	12 Bottles (1 Case) Assortment of recent selections		\$215.99*	
4VQGP	4 Month Membership in THE VINTNERS SERIES Subscription: 2 Bottles every quarter for one year (8 bottles total)		\$164.99*	
5VGP	6 Month Membership in THE VINTNERS SERIES Subscription: 2 Bottles every other month for one year (12 bottles total)		\$244.99*	
6VGP	1 Year Membership in THE VINTNERS SERIES Subscription: 2 Bottles each month for the next 12 months (24 bottles total)		\$484.99*	
SHIPPING AND HANDLING				
FOR EARLIER SELECTION ORDERS			Sub-Total	
Number of Bottles	CA Shipping	Average Out of State Shipping	CA Sales Tax	
1 - 2	\$9.05	\$10.53	S & H	
3 - 4	\$10.46	\$13.81		
5 - 6	\$12.46	\$18.41		
7 - 8	\$14.36	\$22.66		
9 - 10	\$15.71	\$25.76		
11 - 12	\$17.16	\$29.11		
Please call for shipping prices outside CA in states where permissible.			GIFT ORDERS TOTAL	

*Gift wrapping included.

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MONTH YEAR

Name (Please Print) _____ Signature _____

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2. Shipments are made by United Parcel Service and are guaranteed to arrive in perfect condition.
3. All recipients must be 21 years or older.
4. If any of the items to be included is out of inventory, we guarantee that we will substitute a product of equal or superior quality. Call us for weekend delivery.

THIS MONTH'S SELECTION #3



The Don Rodolfo vineyards soar to an amazing 6,000 feet above sea level in Argentina's Cafayate Valley and is one of the world's highest altitude viticultural regions. It lies amid the snow-capped Andes of northwestern Argentina's Salta province, near the border of Bolivia and just below the Tropic of Capricorn.

With its high altitude, arid climate, and rocky, sandy soil rich in Andean minerals, Cafayate is one of the world's premier grape-growing regions. Crisp, clean air is pollution free, and with an average annual rainfall of only about seven inches, irrigation is provided by the pure, melted Andean snow.

The Cafayate Valley enjoys wider temperature ranges than any other part of Argentina, with warm summer days offset by cool nights plunging by as much as 45°F from day to night. This extraordinary variance is key to Don Rodolfo wines, preserving acidity, enhancing richness of aroma, flavor and increasing superior varietal expression.

The Valley enjoys brilliant sunshine an average of 350 days each year. Exposure to sunlight stimulates polyphenol synthesis in grapes, adding great complexity to the wines.

Polyphenols produce anthocyanins, which are responsible for the intense color. Anthocyanins are thought to help prevent heart disease.

The Cafayate Valley is home to but a handful of wineries, producing only about 4%, but often the very best, Argentina wines. The Valley's isolation and high altitude make it ideally suited for winemakers dedicated to the limited production of premium wines.

Lovely dark purple color with deep violet undertones, very fruity on the nose with subtle hints of eucalyptus, along with great volume in the mouth, very structured with intense, ripe tannins and a long, well balanced finish are the marks of this selection.

The Tannat grape gets its name from the word "tannin" which is the term for highly astringent wine. It is exceptionally tannic, which is masked by an under core of fruit. Tannat is the principal grape in the local wines from the southern French region of Madiran. Although it may owe its French name to its high tannin content, the vine is Basque in origin and was taken to Uruguay by Basque settlers in the 19th century. From here, it spread to Uruguay and Argentina, where it is still grown with very good results.



Tannat
(Ten aht)

2007

**DON
RODOLFO**
**Cafayate,
Argentina**

Color:
Very dense purple

Nose:
Boysenberry,
blackberry and earth

Palate:
Leather and earth
mixed with lots
of berries

Finish
Concentrated
and tannic with
blackberry fruit

WOMC Rating
89 Points

CELLARING SUGGESTIONS

Drink now
through 2017

V310G	Retail Price:	\$16.99/each
	Special Member Price:	\$14.99/each
	Reorder Price:	\$12.99/each
	23% Discount	\$155.88/case

THIS MONTH'S SELECTION #4



Sincerite is the product of the Mellot dynasty, which was founded in Sancerre almost five centuries ago by Pierre-Etienne Mellot. In 1698, César Mellot, was entrusted with the weighty task of advising King Louis XIV on his choice of wines. Throughout the years, each new generation has continued to enrich and perfect the family's wine-making skills.

In the 1920s, Alphonse Mellot was the first Sancerre producer to exhibit his wines at the Foire de Paris. He went on to win a number of medals at various food and wine events. He then opened a wine warehouse in the Bercy "Halle aux Vins" (Paris) in order to develop sales in the capital. His two sons, Joseph and Edmond, took over from him in 1946.

Considerable changes have taken place over the past twenty years. When Alexandre Mellot took over the family estate he extended the vineyards and modernized the winery equipment. In 1987, he was joined by Catherine Corbeau, who took charge of the sales and marketing operations. Together, they developed new strategies for both the viticultural and marketing activities and steadily bought more

vineyards in order to be totally in control of their supplies. Today, Joseph Mellot is the only estate that owns vineyards in all the appellations of the region. The vineyard area now extends over 200 acres.

Alexandre always aimed at constantly improving vinification techniques and placed great emphasis in being involved in each and every stage of the wine-making process. In just a few years, he achieved the goal he set for himself when he began running the company; to develop an expertise in each of the appellations of the region. Following Alexandre's untimely death in 2005, Catherine, aided by their experienced staff, is now at the helm. Attentive, demanding and passionate about her job, she is committed to upholding Joseph Mellot's long-standing traditions of quality.

The utmost care is used in making their wines. When the grapes arrive, they are carefully sorted before going through the destemming machine, which eliminates any foreign residues and unripe grapes. The white wines are slowly pressed in pneumatic presses to extract the purest juice possible. You may not be able to see all that goes in the bottle, but you can certainly taste it.



Sauvignon Blanc
(Soe ving yahn Blonk)

2008

SINCERITE
Lorie, France

Color:
Light straw

Nose:
White peach
and citrus

Palate:
Fresh herbs and lime

Finish
Tart and herbal

WOMC Rating
89 Points

CELLARING SUGGESTIONS

Drink now
through 2011

V310H	Retail Price:	\$17.99/each
	Special Member Price:	\$14.99/each
	Reorder Price:	\$12.99/each
	27% Discount	\$155.88/case