

DECEMBER 2010

WINES Evaluated: 300
WINES Rejected: 280
WINES Approved: 20
WINES Selected: 4

What's New This Month?

see page 2

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The Vintners Series

WINE OF THE MONTH CLUB®

For our final month of the year, we are featuring one of our most unique line-ups. Valpolicella has been a favorite here going back to the wines Paul, Sr. featured just a few decades ago. This Ripasso is incredible. Our Argentine Chardonnay from Alta Vista will make you blink twice as its quality is so unexpected. We finish up with one of our favorite grapes, Monastrell, aka Mourvedre, and another clean crisp Italian white, a Lugana from Pratello. Happy Holidays. More fun coming next year!

VALPOLICELLA RIPASSO, 2007. VILLA SONIA, VENETO, ITALY

This is just plain delicious. We love Valpolicella, but the Ripassos are stunning. Richer, denser and more flavorful to the max. This is a wine you can't wait to taste again.

CHARDONNAY, 2008. ALTA VISTA, MENDOZA, ARGENTINA

We always think of Malbec

when discussing Argentina, but this wine may change the way you think. It certainly changed ours. Spectacular flavors abound here and all are held in perfect balance.

MONASTRELL, 2008. CASTILLO DEL BARON, YECLA, SPAIN

Eventually people will come to realize that this is one of the finest grapes on Earth. So much grapey flavor matched with a lip smacking finish. The French use it in some of their greatest wines, but its roots belong in Spain.

LUGANA, 2008. PRATELLO, LAKE GARDA, ITALY

One sip and you'll be singing the praises of Lugana, just like they did a couple of millennia ago. Its freshness and regal flavors are legendary, but fortunately the price is down to Earth.

HOLIDAY SPARKLERS:

*Check out our sparkling
wine selection online...
perfect for the Holidays!*

INSIDE THIS MONTH

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Join us on the Web: www.WineoftheMonthClub.com

A NOTE FROM YOUR CELLARMASTER



Paul Kalemkiarian

Hoping this newsletter finds you healthy and happy. It is always humbling to get to the end of the year and look back at what we could have done better, not in business but as people. And to look forward to next year as the year that we are the people we hope to be.

Merry Christmas and
Happy New Year!

Paul Kalemkiarian

WHAT'S NEW THIS MONTH?

Around the time you are reading this, we are knee deep in ribbons, candy, baskets, wine, food items, and accessories! Because it is that wonderful time of the year where as Bill Murray puts it in the movie *Scrooged*...."For just a few hours a year, we can all be who we hope to be" and he goes on to say, "but it doesn't have to be that way....you can want this feeling all the time!"

Send the gift that keeps on giving.... a Wine of the Month Club Gift Subscription.... and toast to your good taste.

When you give a Wine of the Month Club gift membership the recipient receives a wonderful reminder of your generosity every month, not just once a year! For the cost of the wine, your co-worker, friend, or business associate will receive two great selections each month, delivered to their door. One call does it all! Your recipient's first month's gift is delivered in a beautiful burgundy linen gift box with your personal gift message.

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We have a wide assortment of magnificently arranged gift baskets that will fit any taste and any budget. Need a custom basket? Since all of our baskets are "made-to-order," we can include any corporate or personal item you wish. Give us a call and talk to a gift consultant and we'll explain just how simple it really is for you to send a gift basket to family, friends, and business associates.

Give the gift that is distinctive, attractively presented, and appropriate for every kind of celebration!

Visit us at www.wineofthemonthclub.com or call our Order Department at (800) 949-9463 today!

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
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FAX:	(626) 303-2597
Online:	www.WineoftheMonthClub.com
Newsletter written by:	Ed Masciana, Wine Author

THIS MONTH'S SELECTION #1



The grapes that go into Valpolicella are only grown in the Veneto. They are Corvina, Molinara and Rondinella. The vineyards are planted on the hills of the little towns around Verona at around 250 to 500 feet above the sea level. The grapes are hand-picked at dawn or late in the evening to avoid the intense heat. Once the grapes arrive in the vinification cellar they are immediately pressed and fermented under controlled temperature in stainless steel tanks.

The "Ripasso" production technique is very particular and it originated from the production of Recioto and Amarone. In January and February the wine is passed again on the skins of Recioto and Amarone. In this way the wine structure becomes stronger, rich of complex fragrances and tannins. It then ripens in oak barrels for 12 months. Recioto and Amarone are made from grapes that are partially dried to intensify the flavor of the finished wine. This passing of wine through the skins (Ripasso literally means "passing") imparts some of this intensity.

The wine of Valpolicella has ancient origins going back to the sixth century. The area of Valpolicella can generally be

distinguished by brown and red soil on loam rocks, compact red soil on basalt and compact red soil on limestone. Each valley gives different situations, although there is always a high calcareous concentration with large stones populating the ground.

The DOC laws of the Veneto leave plenty of room for the vintner to be creative. The accepted finest grape of the area is Corvina. Some producers make a "super Valpolicella" out of just Corvina, but it is harder to grow and thus more expensive. While the laws insist that all three grapes are used, the percentages can vary greatly, between 40% and 70% of each. Villa Sonia uses the highest maximum of Corvina.

The grapes are bought to the winery by the same farmers who for over 30 years have been growing them. Contract clauses impose that, for the production of this particular Valpolicella Classico, grapes are transported in wooden cases, so that the berries are not torn and accidental fermentation does not occur. This is a substantial wine made to match substantial dishes like lamb stew or roast duck.



Valpolicella
(Val pole e chella)

2007

VILLA SONIA
Veneto, Italy

Color:
Light magenta

Nose:
Cherry with hints of
cinnamon and candy

Palate:
Full, but not
overbearing

Finish
Lovely spice with
touches of cinnamon

WOMC Rating
92 Points

CELLARING SUGGESTIONS

Drink now
through 2012

V1210E	Retail Price:	\$20.00/each
	Special Member Price:	\$14.99/each
	Reorder Price:	\$12.99/each
	35% Discount	\$155.88/case

THIS MONTH'S SELECTION #2



Alta Vista is a family-owned winery forming part of the Edonia Group, in which the d'Aulan family owns 5 major wineries: Château Sansonnet in St. Emilion Grand Cru (France), Château Valrose in St. Estephe (France), Château Dereszla Tokaj in Hungary and Bodega Alta Vista, in Argentina, as well as being a shareholder in Champagne Taittinger (France).

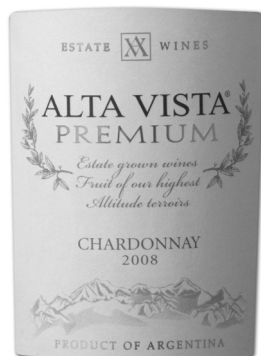
Bodega Alta Vista was created from a passion for wine and a deep-held belief that wines are universal. Here is where the seed of this philosophy about the true pleasure of wines took root, and where Alta Vista has been able to express the features of the privileged and historic Mendoza wine region while respecting its complexity and distinctiveness.

In 1997, upon establishing a production facility in Argentina, the d'Aulan family bought an historic winery typical of Mendoza, built in 1890, and started work on its renovation, adapting it to meet functional and technological needs whilst respecting its historic tradition at all times. The winery launched its wines onto the market, and they were quickly accepted by the wine-drinking public, the brand very quickly becoming well-known.

The winery's most basic value is a belief in the quality of the raw material: the grapes. The winery, to a very large extent, uses only grapes from its own vineyards—more specifically, from a total of 10 separate estates in prime locations in Mendoza. In addition, the winery has a long-term lease of a vineyard located in Cafayate, Salta, where the grapes are grown to make Torrontés. This wine is produced in Salta and bottled in Mendoza.

Alta Vista believes strongly in Argentina and its wines. The original idea behind the company's philosophy is to create an internationally-recognized brand by respecting and promoting Argentina's unique and outstanding varieties, Malbec and Torrontés, while showing the world that they can also craft outstanding international varieties like our Chardonnay selection.

Alta Vista has gained the respect of other wine professionals both in Argentina and in other wine-producing countries on the basis of the quality of its wines, which have been internationally classified as being amongst Argentina's most representative wines. This is a classic wine showing great depth and nuance that will sing with scallops or exotic shrimp dishes.



Chardonnay
(Shar doe nay)

2008

ALTA VISTA
Mendoza,
Argentina

Color:
Very pale

Nose:

Fresh apple and
apricot

Palate:

Slight apple with a
hint of spice

Finish

Apple and a touch
of vanilla

WOMC Rating
90 Points

CELLARING SUGGESTIONS

Drink now
through 2011

V1210F	Retail Price:	\$19.00/each
	Special Member Price:	\$14.99/each
	Reorder Price:	\$11.99/each
	36% Discount	\$143.88/case

ADVENTURES IN GOOD FOOD



The Veneto is located at the eastern end of the Po Valley. This is Italy's most fertile area and where its finest raw products come from. It is especially known for rice and meat; ergo the following recipe to accompany this month's *Valpolicella from Villa Sonia*.

PULLED PORK RISOTTO

INGREDIENTS:

1/2 pork shoulder

Red or white wine

2 bottles of beer

2 medium onions, one halved, one diced

Several dashes Worcestershire sauce

Water

1/4 cup olive oil

1 1/2 cup rice, preferably Vallione Nano,
next would be Arborio.

Red wine vinegar to taste

Salt & pepper to taste

PREPARATION:

Place pork shoulder fat side up in slow cooker with one peeled, halved onion. Pour in 1/3-1/2 bottle red or white wine (reserving 1/2 cup), two bottles of beer, several dashes on Worcestershire sauce, and enough water to nearly, but not completely cover the fat cap. Turn the slow cooker on high for 6 hours, remove

the shoulder from the braising liquid and set aside to cool. If you do this in the oven, set temperature to 200 degrees.

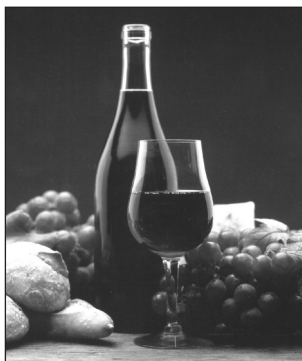
Strain the braising liquid, skim off the fat, and measure out 8 cups. If there is less than 8 cups, add beef stock until there's 8 cups of liquid. Pour it into a covered pan and keep at a low simmer on the stovetop.

When the pork has cooled, remove and discard the onion, fat cap and bones. Shred the pork with your hands or two forks and set aside.

In a large stockpot, heat the olive oil over medium high heat, and cook the diced onion until translucent. Add the rice and stir occasionally for 2-3 minutes, or until the grains are lightly toasted. Stir in 1/2 cup wine, and once that's absorbed, stir in the liquid 1/2 cup at a time, stirring constantly and waiting until the liquid has been absorbed before adding the next portion.

When 4 cups of liquid have been added, stir in the sauced pork, then continue to add liquid and stir until the mixture is very creamy, but individual grains still have a small bit of give when bitten.

Season to taste with red wine vinegar, salt and freshly ground pepper and serve immediately.



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.







December 2008 Brut Sparkling, 2007. Vida Organica. Drink up.
Late Harvest Torrontes, 2007. Santa Julia. Drink now.

December 2009 Shiraz/Touriga, 2005. Villiera. Drink or hold.
Gruner Veltliner, 2008. Mo Velt. Drink now.

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just call us and we'll send you additional binders.

EARLIER SELECTIONS



ITEM # & DESCRIPTION	QTY	MEMBER REORDER PRICE	TOTAL
 #V1210E – Valpolicella Ripasso, 2007. Villa Sonia <i>"Cherry with hints of cinnamon and candy"</i> Retail Price \$20.00 35% Discount		\$12.99/Each \$155.88/Case	
 #V1210F – Chardonnay, 2008. Alta Vista <i>"Fresh apple and apricot"</i> Retail Price \$19.00 36% Discount		\$11.99/Each \$143.88/Case	
 #V1210G – Monastrell, 2008. Castillo del Baron <i>"Very clean grapey and cherry with soft tannins"</i> Retail Price \$19.00 26% Discount		\$13.99/Each \$167.88/Case	
 #V1210H – Lugana, 2008. Pratello <i>"Shy peach and roasted walnuts"</i> Retail Price \$19.00 36% Discount		\$11.99/Each \$143.88/Case	
 #V1110E – Syrah/Mourved/Gren. 2006. 10 Knots <i>"Currant, blackberry and clean grapes"</i> Retail Price \$19.99 35% Discount		\$12.99/Each \$155.88/Case	
 #V1110F – Pinot Blanc, 2009. Valley of the Moon <i>"Freshly cut pear blossom and nectarine"</i> Retail Price \$19.99 35% Discount		\$12.99/Each \$155.88/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.

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

Name (Please Print) _____ Signature _____

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() () _____

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

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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)		\$166.49*	
5VGP	6 Month Membership in THE VINTNERS SERIES Subscription: 2 Bottles every other month for one year (12 bottles total)7		\$247.99*	
6VGP	1 Year Membership in THE VINTNERS SERIES Subscription: 2 Bottles each month for the next 12 months (24 bottles total)		\$490.99*	
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		GIFT ORDERS TOTAL
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 wrapping included.

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

Name (Please Print) _____ Signature _____

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1. All wine assortments, as well as the first month of WINE OF THE MONTH CLUB membership, will be handsomely gift boxed. A card will be attached with your greeting.
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



Castillo del Baron is becoming one of the best kept secrets in quality wine, which is quite a feat when you consider that it is almost impossible to find its location, Yecla, on a map. Nevertheless, its reputation continues to expand as the wines receive accolades from around the globe. Part of it is due to the fact that the estate is entirely family owned and run and boasts the latest up-to-date technology.

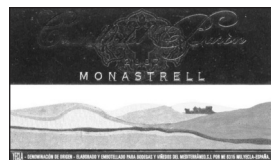
Yecla is located deep in the dry mountainous interior of southeastern Spain, some 40 miles from the Costa Blanca resorts that lie along the Mediterranean. What distinguishes Yecla from other hot country interior wine regions is first and foremost the terroir: a combination of soil, climate, elevation and exposure that are perfect for growing vines. The excellent mixture of stony limestone soils and high altitude (2000-2500 feet), where cool sea breezes penetrate, offer the potential to make spectacular wine, as this selection will attest.

Monastrell, better known around the world by its French name, Mourvèdre, is an ancient variety believed to have its roots, literally and figuratively, in southeastern Spain in and around Yecla.

Indeed, there is a village not far from Yecla called Murviedro, which may well have given the grape its more common name. Today, in southern France, especially in Provence, Languedoc, and along the Rhône, Mourvèdre/Monastrell is an essential component in nearly every serious red blend.

In addition, Mourvèdre is the grape solely responsible for the great wines of Bandol, which remains one of France's best-kept wine secrets. It is also a principle component in the great wines of Chateaufort du Pape. Undoubtedly, Monastrell is well-suited to warm Mediterranean climates, where it ripens late, a trait that tends to preserve the natural acidity in grapes, resulting in fresh, highly-flavored wines. Thus, Castillo del Baron and Yecla are now on the viticultural map.

Our selection is an explosion of fresh, ripe red and black fruit, with a warm Mediterranean spicy/earthy twist. On the palate, the wine is soft and fruity, and very well-framed by crisp natural acidity. The finish is clean and harmonious. Goes great with barbeque and roast game.



Monastrell
(Monest trell)

2008

**CASTILLO
DEL BARON**
Yecla, Spain

Color:
Deep purple

Nose:
Grapey, blackberry

Palate:
Very clean grapey
and cherry with
soft tannins

Finish
Long and
foreboding with
a berry and
vanilla swash

WOMC Rating
90 Points

CELLARING SUGGESTIONS

Drink now
through early 2012

V1210G	Retail Price:	\$19.00/each
	Special Member Price:	\$14.99/each
	Reorder Price:	\$11.99/each
	26% Discount	\$143.88/case

THIS MONTH'S SELECTION #4



The lands of "Il Pratello" in the rural district of Modigliana once formed part of Tuscany. Traces can still be detected in the form of cypresses, olive trees, minor abbeys, the odd bas relief and the carved stonework. "Il Pratello" is part of the historic scenery referred to as "the Colors of the Romagna Tuscany." A few stocks and tendrils of greenery still populate the scrub by the ruined cemetery, once used by the fifteenth century abbey, forming a bridge to today's vines. They are still tended and cultivated by the traditional methods of hand pruning and harvesting. Nature's work, however, is now enhanced by present-day know-how with self sustainability also a contributing factor.

Situated at a height ranging from 1,200 to 1,800 feet above sea level, the fields and vineyards of Pratello occupy the domain of the ancient Badia di Santa Maria in Raustignolo. The estate was inherited by Vincenzo Bartola in 1991. He saw a chance to put his work experience in wine cellars and as a consultant to good use. His nagging feeling of unrest at consumerism and globalization of the wine industry faded into the

distance and work gained a sense of purpose from the hands-on task at hand.

Lugana is a wine of remote origins and during its history it has achieved many successes and received wide recognition. It is produced to the south of Lake Garda in a small area between Peschiera and Desenzano. Other communes in the territory are Lonato, Pozzolengo and Sirmione, all in the province of Brescia.

The favorable climatic conditions due to the effects of the great mass of lake water have always favored lush growth by the vines planted around Garda's shores. The wines coming from here are clearly distinguished from one another. Ancient writers described Lugana as a "regal wine."

All Lugana is made from Trebbiano, also known as Ugni Blanc in France. It is not highly regarded in either country. In Lugana, however, Trebbiano is different: a serious grape making a serious wine. Whether it's the weather or the soil or the commitment of the growers is of no matter here. The wine speaks for itself. Try with meaty fish like swordfish or halibut



Lugana
(Lew ganna)

2008

PRATELLO
Lake Garda, Italy

Color:
Pale yellow

Nose:
Shy peach and
roasted walnuts

Palate:
Lovely peach nuance
with honeysuckle

Finish
Very dry with a
touch of quince and
walnuts

WOMC Rating
91 Points

CELLARING SUGGESTIONS

Drink now
through early 2011

V1210H	Retail Price:	\$19.00/each
	Special Member Price:	\$14.99/each
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