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JOIN WINE CLUB!

-did you know wine club gets extra case discounts?

-be the first to know about extra sales and specials

-events exclusive to wine club and other benefits

UPCOMING EVENTS

IN AUGUST:

SIGN UP FOR **AROUND THE WORLD IN 80 BOTTLES!! SEE FRONT OF NEWSLETTER FOR DETAILS**

FRIDAY, AUGUST 19TH

A beer and cheese tasting event! Enjoy 4 beers of completely different styles from Lagunitas, along with 6 specialty cheeses from all over the world! Artisan cheeses and craft beers--a perfect pairing.

With guest Kit House representing Lagunitas Brewery

A Divine Event, Suite #100 at the Leathers Building, is hosting us for the evening. Tickets available now.

THURSDAYS AT SHIRAZ

Every Thursday, starting when we open at 11, we have fresh (never frozen) fish delivered--check our emails for the catch of the week. These selections will change weekly, but they will always be fresh--and delicious.

SAVE THE DATE! MONDAY, SEPTEMBER 26 A TASTING WITH KILIKANOON! WINE CLUB ONLY

Nathan Waks of Kilikanoon will be our special guest for this incredible tasting! This is the winery at which Emily chose to Intern!! Fantastic Clare Valley wines, and year after year, our customers choose this as their favorite as well! This will be extremely limited due to interest—hence, wine club only (join today!)

This special 6-year anniversary party will be even more fun than our 5th!

Call us for reservations at 706-208-0010. And drop in any Saturday between 1:00 and 5:00 p.m. for our theme wine and food tastings.*

*Our wine tastings are for educational purposes only.



Since its beginnings in late 1997 Kilikanoon has amassed an amazing record of impressive achievements that just keep on coming. Kilikanoon is rapidly becoming one of Australia's iconic wineries.



www.shirazathens.com

Stop by the store to pick up your Passport to Flavor and begin your culinary adventure today! 675 Pulaski St. Suite 400 706.208.0010

Around the World in 80 Bottles

Sip and savor your way across the world with Shiraz Fine Wine & Gourmet. The Shiraz Passport includes 40 culinary adventures that showcase 80+ food and wine items, recipes, events, tips, and tricks specially prepared for the Shiraz Family. Sign up for your first Taste Excursion today and get a free Shiraz Passport to Flavor to track your wine and food adventures. The first traveler to complete their international journey will receive a \$100 Shiraz gift certificate. Ready to depart? Read below for more information on how to get ready for our culinary adventure.

> Bringing the World to your door... We Shop the World. You Shop Shiraz.

The Travel Itinerary

How to I fill my passport?

Each week, we will make a stop in a new locale to experience a signature recipe from that culture. Each stop will incorporate one bottle of wine and a food item. When you buy the wine and food, you'll receive a stamp in your passport and a recipe card.

Departure: Sign up in August to begin the journey with us September 1, 2011.

Duration: The challenge lasts 40 weeks. Each week a new dish and wine selection inspired by a destination will be featured.

Cost: No fee to enter. Pick up your free Passport to Flavor when you pick up your travel supplies (ingredients for first destination inspired

recipe). Let Shiraz be your guide as you travel the world from the comfort of your kitchen.

The Prize: The grand prize of a \$100 gift certificate to Shiraz will be awarded to the first to collect 40 stamps.

Bonus: Every person who fills their passport with 40 stamps will receive a prize.

Excursions: Traveling, like cooking, is a serendipitous adventure. Be on the lookout for special "excursions" from time to time to include wine dinners and other fun diversions that will earn you additional stamps.

"Wish you were here...": Postcards and pictures help us remember our travels, document your culinary adventure by sharing pictures of your creations and tips & tricks you picked up along the way with fellow travelers on www.facebook.com/shirazathens. We love to see your photos and hear your stories. Keep us and your friends posted, you never know it might earn you an extra stamp. Cheers!

Eat • Drink • Learn • Win

201 AUGUST

ASK US ABOUT WINE CLUB!
706-208-0010 OR
EMILY@SHIRAZATHENS.COM
EMILY'S WINE CLUB SELECTIONS FOR

AUGUST

Txakoli Eizaguirre 2010 Getariko Txakolina, Eastern Basque region, Spain Hondarribi Zuri, 80 year vines

It's back! Refreshing, hints of effervescence, and mineral to the core; unfiltered, giving it that cloudy look. Anise, lime peel, and cucumber accent brilliant lime and pineapple. The finish is brisk, extra dry, and laced with coriander-pepper notes. Chakoli is fantastic with anything hard to pair, including artichokes, asparagus. . . you name it! Try it with Tipsy Onion jam for a special treat. And don't forget, one bottle of Chakoli is never enough. You'll want two—trust us!

\$17.99

Boutari Elios Mediterranean White 2010 Peloponnese, Greece

50% Moschofilero, 30% Chardonnay, 10% Roditis, 10% Savatiano

Aptly named after Helios, the Greek God of the sun, it's a great summertime thirst-quencher. It has limey tropical fruit, full of passionfruit and guava. Light elderflower notes accent a creamy, rich orange flavor. And it's got a great green element, with a clean freshness. The mediterranean flavors are great with fresh seafood or grilled vegetables brushed with savory jelly.

\$11.99

Brancatelli Valle Delle Stelle 2008 Tuscany, Italy 70% Cabernet, 30% Cabernet Franc

A Cab Franc lover's dream, with all of the blueberry, cassis, and juicy, leathery tannin you'd expect, plus the elegance of a high-class Supertuscan. Rich and refined, it has black raspberry, currants, and dried figs and on the palate. The finish is strong, dry, and smooth, with cherries and vanilla bean dryness. Try this with meat and savory jam on the grill.

\$24.99

this month = 19.99

TASTE WHAT THE WINE CLUB ALREADY KNOWS--OUR PICKS ARE DELICIOUS!

THE FIRST TASTING OF EACH MONTH WILL
FEATURE WINE CLUB SELECTIONS

JOIN US ANYTIME BETWEEN 1 AND 5 P.M.

This Month's Feature: R Winery First Class Shiraz 2007 McLaren Vale, Australia

The wines from R are so big I think they get much better with a little time—and this has evened out into a smooth, juicy, refined version of huge, brawny Shiraz. With roasted meat and a chewy texture, it has smoke, blueberry, licorice, and cassis. Spicy blackberry and a hint of dark chocolate round it out. Mint, tar, and tannin-- the gang's all here! 90-94. Robert Parker

(*note – those of you who've missed Tait Shiraz, grab this one now!)

wine club deal of the month = \$19.99!

AUGUST'S BEER CLUB!

Each month, we select 2 breweries and 2 beers from each that are delicious and seasonal. On average, members receive a mixed 12, but bottle size and pricing sometimes alter the package. The result is 4 great beers between \$25 and \$30 total, tasting notes, and first dibs on the brews. Beer club is \$25 a month; Wine club members who also join beer club also get an extra 10% off all beer purchased at Shiraz.

SPOETZEL BREWERY, TEXAS

Ruby Redbird

An infusion of ginger and ruby red grapefruit is encased in the classic Shiner Bock traditional brew—I wouldn't have even recognized it. I think it's delightfully refreshing, which is the perfect style for the weather, right? Super limited—we got the last of it!

\$8.99 / 6 pack

Shiner #102 Anniversary Brew

A "double wheat", it' classified between a wheat beer and a wheat "wine". It has tons of complexity, Very malty, with salty rich lemon-caramel undertones. Remember, this is lilke wine—I'd put it with food (Asian = perfect). Fat Tire, you've met your match!! \$8.99 / 6 pack

COOPERS, SOUTH AUSTRALIA

*Coopers beers are what winemakers in South Australia use to keep their palates fresh when tasting, but hard to get in the US. The bottles are bigger than the standard 12 oz—they're 375 ml.

Vintage Ale

An "English strong Ale", this is made in a very traditional manner. As the website reads, "if fine wine were beer." Heavy, malty, and yeasty, I thought it was delicious! Earth, smoke, and salty orange caramels. Serve it a little warmer to bring out the flavor--wow! It's extremely limited too—the first time we've seen it in the market. So hurry up and grab yours!

\$18.99 / 6 pack \$3.49 / single

Pale Ale

Roll this back and forth 3 times—or for 2 feet—before drinking to dispel the cloudiness and sediment. Not a typical pale ale, this is made by a serious Ale house so watch for some serious flavor, without the bite of an IPA. The true thirstquencher for the summer, it's great with seafood, especially oysters. And it is made sans preservatives or chemicals.

\$12.99 / 6 pack

SHIRAZ'S RECIPES FOR AUGUST

This month's featured food item is Emily G's Jam of Love. There are so many great flavors that we've picked half a dozen--and you get to choose yours! Emily G's Jam of Love is \$7.99 per jar, and is LOCAL! It's also included in August wine club.

TIPSY SPINACH DIP

½ cup chopped scallions (white portion only)

1 (10-ounce) package frozen chopped spinach, thawed and drained well

½ cup chopped carrots

1 can of chopped water chestnuts

1 cup sour cream

½ to 1 cup mayonnaise

3 T Emily G's Tipsy Onion and Garlic Jam

1 teaspoon Worcestershire sauce

1 dash hot pepper sauce or more to taste

½ teaspoon salt

1/4 teaspoon white pepper

In a bowl mix all ingredients, and blend until smooth. Taste and adjust the seasonings. Refrigerate for up to 2 days. Sprinkle lightly with paprika. Serve with bread chunks and crudites.

MARINATED GOAT CHEESE CROSTINI

4 ounces fresh Chevre

2 Tablespoons olive oil or grapeseed oil

2 Tablespoons fresh herbs (or 1 T. dried herbs de provence)

3 Tablespoons Emily G's Zinfandel jam

water crackers

fresh berries to use as a garnish

Put cheese in a bowl or ziploc bag and add oil and herbs.

Marinate in the refrigerator for at least 3 hours (and keep leftovers marinated until they've all been used) and then smear cheese, then jam, on crackers and serve with fresh fruit.

CHAMPAGNE CURRANT VINAIGRETTE

1/4 cup Emily G's Champagne Currant Jam

1/4 c extra virgin olive oil

2 T white wine vinegar

1 T minced shallot

½ t lemon juice

½ tsp honey

Heat Champagne Currant jam in microwave for 10 seconds. Whisk in remaining ingredients until emulsion is formed. Salt and pepper to taste and let cool to room temperature

Wine Club Premier Cru Level RED!

Deep, meaty--and beautiful! This is a big, tarry, dark wine, Chocolate, kirsch, and cherries--delicious! But after opening up a bit, it's not quite as heavy as I thought. Gorgeous, silky, yet heavy flavors envelop the senses. A friend pegged it: "THIS is what Syrah is supposed to taste like!"

\$37.99

cru level only deal of the month = \$27.99!

The Mouse Trap - Rani Bolton

As you approach the cheese case, your mind wanders to France; now Italy; then Iowa. Then you see a nibble of something new and enticing on the counter. What were you here for? Was it hard? Did it have a rind? You just can't seem to find the words that you need to explain what you want in that tiny morsel.

It can help to have a common vocabulary; cheeses can be grouped into various types, styles or families. By knowing this language you can be as obsessed as the people at Shiraz!

Fresh

Think: Young. Tart. Tangy. Lemony. Smooth. Moist. Creamy. No rind. EAT: Fresh goat cheese ("Chevre), Mozzarella

Bloomy

Refers to the snowy, fluffy, "blooming" rind. Think: White. Buttery. Decadent. Pillowy. Fluffy. Rich. Mild to Mushroomy. Edible rind. EAT: St. Andre, Humbolt Fog

Semi-soft

Think: Pliable. Earthy. Wet straw. Hay. Leaves. Melting. EAT: Fonting. Garrotxa

Washed

These are washed during aging, in brine (salt water), beer, wine or spirits. Think: Pungent. Stinky. Fruity. Meaty. Intense. Aromatic. Vibrant pink to orange edible rind.

EAT: Taleggio

Firm

Think: Dense but supple. Grassy. Eggy. Fruited. Sharp. Thick, natural rind not typically eaten.

EAT: Cheddar, Manchego

Hard

Think: The super-aged big guns. Dry. Crunchy. Caramelly. Butterscotchy. Grainy.

EAT: Aged Gouda, Parmigiano-Reggiano

Blue

Think: Mold! Veins. Craters. Big. Sharp-edged. Punchy. Complex.

EAT: Gorgonzola, Stilton

Come on in and let's chat cheese!

Wine Club Premier Cru Level WHITE!

NIGL BRUT DE BRUT

Kremstal, Austria 80% Chardonnay (hello--champagne), 20% Gruner

Veltliner
I'm horribly sad to say that this doesn't exist anymore. I came back from Austria all pouty, only to find there was a tiny bit

back from Austria all pouty, only to find there was a tiny bit left! So take advantage and be thankful we got the rest of some superb wine--making this the PERFECT wine to kick off the cru white level--cheers, y'all! prost!!Does that not say enough? Guess I have to have tasting notes. Beautiful, very dry, refined, would seem French if we didn't know life could be better! Oh, just drink a bottle, you'll never be able to again. If you like bubbly at all you will fall in LOVE with this. I mean LOVE. \$29.99

cru level only deal of the month = \$27.99!