

Shiraz

FINE WINE & GOURMET

www.shirazathens.com

OCTOBER 2017

PRODUCT SPOTLIGHT

Bell & Evans Turkeys are available for Thanksgiving!

These birds are special. Not just because they are all natural, with no GMOs, hormones, or antibiotics, though that's true. It's because they are missing 2 standard ingredients in turkeys. One is injections.

Commercial turkeys have salt and fat added to make the meat falsely tender and juicier. The other is water! Big box turkeys are dunked in ice water over and over again to get the temperature down--but these are air chilled. What does that mean to you? It means that you're not paying money for water (almost 50% of a turkey, usually) and you will taste the difference! Simply brine for best flavor. Don't worry--we will have brine for you too.

\$4 per pound, whole turkey (8 lbs and up); \$5 per pound for bone-in breast (4-6 lbs)
Turkeys orders are placed in order that the are received; after Oct 13 we will take orders but cannot guarantee the birds. Birds arrive the weekend before Thanksgiving.

OCTOBER CHEESE CLUB

This month, we are featuring unique American cheeses that are throwbacks to old-school European classics!

VERMONT CREAMERY BONNE BOUCHE

a Valencay-style ash-ripened goat cheese and is THE one that made me realize the resource that is the American dairy farmer. It is ripened 10 days, is creamy and clean, and gets more rich and intense if you let it age a little more. Amazing with Rose or Champagne, it's also good with chocolate, almonds, fruit, or honey. Oh--this is my FAVORITE cheese made in the USA. \$8.99

VERMONT FARMSTEAD LILLE BEBE

A Coulommiers, which is Brie's ancestor and similar but a little denser. We are offering the smallest size, which ages more quickly--but how cute for a cheese plate! The salty, bloomy rind has a hint of bite to add dimension to the mushroomy, buttery inside. One of the best thing I've ever had is "adult smores"--put American Spoon Fudge Sauce on an Effie's nutcake, and top with a small wedge of Lille. It will make you HAPPY. \$9.99

VERMONT FARMSTEAD WINDSORDALE WITH BLUEBERRIES

Like a cross of Parmesan and Cheddar, this is a 1800s English Wensleydale-style raw milk cheese with a tart apple flavor and a crisp, lemony finish. What a great cheese to pair with fruit--and they've already done it for you! The sweetness from the berries offsets the texture of the cheese, making it amazingly mellow and delicious, and it's great with beer or a quaffable red wine. Want to make it amazing? Put a candied orange peel, apple slices, and rye crackers. \$8.99

UPLANDS PLEASANT RIDGE RESERVE

When Pat Ford (Beehive Cheese) says this is his fave, you pay attention, and wow, does this deliver!!! Only made in the summer, from pasture-fed organic raw milk, it's an alpie style with more umami-savory notes than I've had from almost any cheese. Plums and floral in the center - salty and bacon-wrapped toward the rind. Sweetness on the finish with an intense, salty, porcini undergrowth elegance. Dry, crumbly, and full of resonance. This and dark beer or aged red = heaven. \$15.99

*This month, cheese club gets one of each of the cheeses, plus: Rustic Bakery crackers in pecan & cranberry (\$7.99)
Divina Beldi olives--these are the best olives I've ever had! Dry brined, dark, and amazingly sweet & savory. (\$4.00*

\$56 worth in cheese club! why aren't you a member yet??

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

THE FIRST SATURDAY OF EACH MONTH, THE WINE TASTING WILL STAR THE WINE CLUB PICKS!

JOIN US ANYTIME BETWEEN 1 AND 5 P.M.

SHIRAZ'S RECIPES FOR OCTOBER

This month's featured food item is Leann's Gourmet Zucchini Relish. Mix it with honey and serve over fish for a sweet and savory topping, put on top of lentil, root vegetable, or fall squash salad to give it some extra zip, or make a breakfast sandwich with egg, bacon, and tomato. Or go with the old standbys: put it in tuna salad, top bratwurst or burgers, or a grilled cheese sandwich. Leann's Gourmet Zucchini Relish is only \$7.99, and is automatically included in this month's wine club.

Beer Club's Picks for OCTOBER



SOUTHERN BREWING, ATHENS, GA

Southern FINALLY has cans!

Broad St Pale Ale

is an easy, malty, beer full of apples, stone fruits, lemon, and cereal grains. It's great for people who don't want the heft of an IPA but want a real beer with some substance.

\$9.99 / 6 pack

Hobnail IPA

comes from an old-school Dawgs reference, and it's a very American style of IPA too. Orange, grapefruit, and resin with caramel on the finish, it has a hazy color and some tropical fruit to boot.

\$10.99 / 6 pack

IT'S PUMPKIN SEASON!

Dogfish Head Punkin

is the classic Pumpkin beer from the USA, and it's very balanced if a little rich. I always say, those guys have a great hand for fruit beers! It has allspice, cinnamon, and nutmeg, but it isn't like drinking pie. Extremely balanced.

\$12.99 / 6 pack

Ace Pumpkin Cider

is actually a blend of apples and pumpkin. It starts out sweet, progresses with a smooth palate, and finishes tart and spicy. A touch of cinnamon and spice makes it a great cider to drink alone or with savory snacks.

\$9.99 / 6 pack

This month, beer club gets 3 bottles each of the featured beers AND a pumpkin spice goat cheese to celebrate the season!!

ZUCCHINI STEAK RELISH

1/2 cup Leann's Zucchini Relish

1 Tablespoon olive oil

1 Tablespoon vinegar

1/4 cup olives, finely chopped

Mix all ingredients together and refrigerate for 1 hour. Serve over steak.

THOUSAND ISLAND SAUCE

1/4 cup Leann's Zucchini Relish

1/2 cup mayonnaise

1/4 cup ketchup

Mix all ingredients together. Top burgers or hot dogs or use as a dip or dressing.

BAJA FISH TACOS

12 ounces firm white fish

1/2 cup panko or cornmeal 1/2 cup red cabbage, cut paper thin

3 Tablespoons crème fraiche (or sour cream)

3 Tablespoons Leann's Zucchini Relish

6 small or 4 large tortillas

3 Tablespoons olive oil

Cut fish into 1-inch pieces and roll in panko crumbs or cornmeal. Heat a frying pan on medium high and add 1 T. oil. Add cabbage and cook until it softens, about 5 minutes. Set cabbage aside and add the rest of the oil to the pan. Add fish pieces. Cook until the crumbs brown nicely, about 8 minutes. While the fish is cooking, assemble the tacos: Put tortillas on plates and divide the cabbage among them. Mix relish and crème fraiche and divide them evenly as well. When fish is ready, distribute it and serve. serves 3-4

OCTOBER

Nessa Albariño 2016

Rias Baixas, Spain

A fresh, pretty style of this cool climate grape. Clean and zippy, it has a huge amount of minerality on the nose, and then clear, pure fruit on the palate. Flavors of green melon, lime, and kiwi skins come together for a tightly wound, pretty wine that is affable with fish, salads, clams with chorizo, aged goat cheese, or Asian dishes.

\$17.99

Redheads Yard Dog 2016

McLaren Vale, Australia

83% Cabernet, 15% Petit Verdot, 2% Merlot

One of our old favorites is back! A smooth, inky wine with massive amounts of sweet herbs. Basil, mint, and a woody, sandalwood undertone really add a depth to the mulberry and blackberry ripe fruit. Pencil shavings and a light leathery tannin complete the long, full flavors. Put it with root veggies or steak for a treat.

\$13.99

Grasso Fratelli Barbera d'Alba 2008

Barbaresco, Piemonte, Italy

Slick and super juicy like you would expect from a Barbera--but this wine has backbone that makes it much more serious. Raisined fruit and a masculine grip give it a long, long, long finish. Delicious, firm, masculine... but elegant. This is the perfect match for game meat, root vegetables, and autumn dishes.

\$15.99



This Month's FEATURE:

Carabella Estate Pinot Noir 2011

Chehalem Mountains, Oregon

A gorgeous, mineral-focused, elegant wine from the Willamette Valley. Flavors of stony, lean and clean black fruit with a rosewood smoothness to the texture finish with hints of spice box, cigar, and almonds. Unmistakable old-school Pinot, tasting more French than American. Dark, brooding, full of meaty texture, and tightly wound. If you love Burgundy, run, don't walk! This is a wine ideal for poached fish or smoked duck breast with cherries, but it's also great with Asian dishes, brisket, or truffles.

\$39.99

Wine Club deal of the month = \$27.99

Rosé of the month



Atlantique Cabernet Franc 2016

Loire Valley, France

A delightfully crisp, elegant wine with a starched shirt texture. Clean and clear, the flavor of watermelon and red currants is enhanced with dried mint and wet stones. As fresh as it can get, and it's wonderful with any light appetizers, cheese, seafood, or vegetables. Try it with butternut squash and goat cheese!

\$11.99

CRU LEVEL WINES

For club members who upgrade to cru, an extra \$25 a month gets you wine club PLUS an extra special bottle, more discounts, and extra perks!

Wine Club Cru Level RED!



Baron de Ley Gran Reserva 2010

Rioja, Spain

100% Tempranillo

85 year vines only produce a bottle each, but it's well worth it! Musky, lithe, and pretty, it has soft, dusky tannins accented by smoked, dried meat... But in a very long, elegant fashion. Silty, soft, laced with black currant, blackberry, and mulberry. That meatiness though! Put it WITH some cured meats, olives, and cheese & chutney for something special but easy.

\$28.99

Wine Club Cru Level WHITE!



Aberrant Cellars Philtrum 2014

Willamette Valley, Oregon

100% Pinot Noir Blanc

Yes, you can make white wine out of Pinot! The color comes from the skins, after all--and without those extra tannins, the wine is still hefty and strong for a white, with rich, intense, spicy flavors. Yellow baked apples have notes of brioche, passion fruit, pear flowers, and white pepper. Smoked fish, rich fish dishes, mushrooms, pasta...go wild.

\$29.99

Wine Club is the best deal in town!

This month, our wine club gets \$56 worth of wine and food for only \$50! PLUS, wine club saves on every feature and extra on any mixed cases!

Shiraz

675 PULASKI ST
SUITE 400
ATHENS GA 30601

DIGITAL UPDATES

Facebook: Shiraz Athens, our fan page, has information on sales, specials, and events, as well as one FB only sale each week: Web Wednesday!! And our weekly updates are on Facebook now too

Twitter: Shirazathens

Instagram: Shirazathens

Our website, www.shirazathens.com, has undergone a massive facelift! We have a cleaner site, with more information about events and up-to-the-minute info and pictures! The current newsletter is also easier to find.

Please give us feedback on the new format.

LE CREUSET "SUPPER CLUB"

We draw a name of a wine club member in good standing as the winner of our Le Creuset "supper club" for that month! The winning member can pick up our 5 1/2 quart enameled cast iron french oven for the loan of 3 weeks when they pick up their wine club, the first day of the month that we are open. During those 3 weeks we encourage you to cook to your heart's content!

On week four, we ask that you return the (clean) pot to the store, along with the recipe for your favorite dish you cooked in it that month--and we'll publish it in the next month's newsletter for everyone to enjoy! If you decide to keep the french oven, simply let us know and we'll charge your card on file - AND give you a 10% discount on your new Le Creuset

UPCOMING EVENTS



SATURDAY, OCTOBER 7

Monthly tasting of Wine Club wines

1-5 PM Shiraz tasting room
\$5 per person; free for club members

FRIDAY, OCTOBER 13

PRINCE AND PINOT PARTY

Try Pinot Noir from around the world, along with a great playlist from DJ Hannah Adler of Bulldog 93.3! We will serve 15 wines, showcasing Pinot Noir from around the world. We'll have an amazing 5 foot long cheese plate, featuring ahi tuna, hummus, olives, fruit, roasted almonds, veggies...and cheese, of course! There will be door prizes - just wear something PURPLE!! Tickets are all-inclusive, so let's party like it's 1999!

#purplerain #purplelips

\$20 tickets at the door; \$10 with RSVP by October 7

FRIDAY, OCTOBER 13 IS THE CUTOFF TO GUARANTEE THANKSGIVING TURKEY ORDERS

see us about the best turkey you've ever served! Available in all sizes, first orders filled first

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.

ALL THIS MONTH: TRICK OR TREAT!

Trick or Treat Bags for grownups are back! Enjoy a bottle each of Cortijo III, Ludovicus, and Carro Tinto packed in a colorful orange bag with black tissue paper. A premade gift bag for more than a case discount! Don't be scary--give good wine!!!

We also have some really cute travel mugs, decor, and spreaders for your cheese plates... come see! (out on display starting 10/07)

SATURDAY, NOVEMBER 4

Monthly tasting of Wine Club wines

1-5 PM Shiraz tasting room
\$5 per person; free for club members

SHIRAZ WILL CLOSE ON NOVEMBER 23 & 24 FOR THANKSGIVING. WE WILL REOPEN SATURDAY, NOVEMBER 25 FOR SMALL BUSINESS SATURDAY.

Call us for reservations at 706-208-0010.

Our tastings on the first Saturday of the month are from 1 to 5 p.m. and run every 20 minutes. The tastings are \$5 per person; the fee is waived for wine club members in good standing.