

Shiraz
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DO YOU WANT TO RECEIVE A COPY OF OUR NEWSLETTER IN YOUR MAILBOX?

We are trying to be more green at Shiraz!

If you would like to CONTINUE to receive our newsletter by snail mail, we will be happy to do so, as we will continue to print them for you. Just let us know before December 31 and we will put you on the new list!

However, if you would rather view them on our website Newsletter Archive or pick one up in the store, you can simply do nothing.

Once again: if you want this = call, email, or come by!
If you don't want it = do nothing.

Cheers!

UPCOMING EVENTS



THURSDAY, NOVEMBER 3

6 - 8:00 P.M.

A TASTING OF BELGIAN LAMBIC BEERS with importer Kelly Hughes of Latis! Taste 3 different Lambics from Boon in Brussels: Kriek, Framboise, and Geuze. Free of charge.

FRIDAY, DECEMBER 2

A GROWERS CHAMPAGNE TASTING AT SHIRAZ
Don't know why growers is better? Need bubbly for the holidays? You need to be here!

5 P.M.; 6 P.M.; 7 P.M.

A Champagne Tasting with Michael MacNeill! Back by popular demand, we are doing three rounds in smaller tastings for more personal attention as you try the Growers' Champagnes Emily has selected for this holiday season. Taste 10 Champagnes with comments from Michael, alongside appetizer options great with bubbly and appropriate for festive occasions. Only \$35 per person. Limited seating, RSVPs necessary.

Includes appetizers with guest Rani Bolton of Inland Seafood. Appetizers may include cold smoked salmon, hard smoked salmon, lobster bisque, crab cakes, duck sous vide, smoked trout dip, tortas, and specialty cheeses.

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.

THURSDAY, NOVEMBER 17

A WINTER WHITES TASTING!!

Taste Emily's favorites from her trip to Germany and Austria this year. With special guest Kevin Pike of Skurnik Wines

3 seatings; 1st seating, cru level wine club only

First tasting 4:30-6 p.m., second tasting 6-7:30 p.m., third tasting 7:30-9 p.m.

Limit 20 people each seating.

Try 11 wines ranging from \$20-47 each. Try everything from Roter Veltliner (different grape!) to some vintage Rieslings never seen in the U.S. before. . .

Here are some of the best white wines I've tasted all year--limited production, small allocations for the state--but you have the opportunity to taste them! This grouping of wines will be stellar--I went all the way to Germany and Austria to pick them out, and I'm really excited to share them!! Don't miss this opportunity to taste (and buy) what I thought were the best values of a trip where I had 700 wines to choose from! RSVPs essential.

\$20 per person

NOTE = GET TICKETS, Y'ALL--KEVIN IS WHO I TRAVELED WITH TO FIND THESE WINES, SO YOU WON'T WANT TO MISS THIS!!

SAVE THE DATE!

OUR HOLIDAY OPEN HOUSE WILL BE DECEMBER 8, 9, AND 10

See you there--I mean here!

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.*

Shiraz
FINE WINE & GOURMET

"Wine makes every meal an occasion, every table more elegant, every day more civilized."

-Andre Simon,

"Commonsense of Wine"

Maximize Your Value = the Highest Quality to Fit Your Budget

I was chatting with a customer recently about price and value, and she encouraged me to put it in the newsletter as a topic of discussion. The very fact that we were discussing the relation of the two should let you know that we think of it often in the store, but in case you don't know that it's always on my mind, let me share a few thoughts about how selections here at Shiraz come about:

Quality is key. Quality is the first (and almost only) thing we think about at Shiraz when I'm looking for new things to bring in, whether they be wine, food, or accessories. I turn down about 95% of everything I look at throughout the year, whether I look at it, drink it, or eat it. And nothing comes in the door here unless it is tried, tested, and approved. "The buck stops here" is a great motto I use when selecting anything here at Shiraz--if I wouldn't buy it, I don't buy it for you. And it has to go out the door in a bag with our name on it, so we want to make sure it is indeed good!

The other factor in dealing with value is price. I've spent a lot of time looking at different stores in comparison with ours, and I can tell you that every time we do price comparisons, we come out the same or lower than the other guy. No exceptions, as long as you are comparing apples to apples. Even a huge competitor known for low prices? They had a cheese we carry--same price. Buying local just got easier--and less expensive!

Speaking of value, the quality should be factored along with the price point. An example of this is our fresh fish every week. Now, you can easily find less expensive fish in town--or anywhere, in fact. But what are you getting? Have you ever realized "fresh" fish at the local grocer's cooler has been frozen, thawed, and under plastic wrap for a week? Our fish at Shiraz is wild caught or sustainably farmed, never frozen, usually sushi grade, and with no coloring, additives, or hormones. No wonder it's fresh for days in your refrigerator. . . a great value!

Trust that what comes in will be quality. Every time. Without fail. I wanted to put a list of top value items in the newsletter this month, but the truth is, everything we carry at Shiraz has been carefully scrutinized before it comes in to make sure it's a great value, as well as being delicious and something that we will be proud to sell you. If I find something better, the selection changes. We always are bringing in something new to expand your horizons. . . and palate.

Speaking of value, our wine club was touted as the best deal in town when we started it 6 years ago. Today, I can honestly tell you that it is still the best deal in town! Just ask some of our members--they will be only too happy to tell you what they enjoy the most about their experience here.

www.shirazathens.com

OCTOBER 2011

