

UPCOMING EVENTS



SATURDAY, SEPTEMBER 12

We will be selling good 'ole fashioned BBQ, courtesy of Willie's Hog Dust, a new grilling spice.

We will have 12-hour smoked pork butts cooked with Willie's Hog Dust = \$50 Apprx. 5lbs cooked weight.

A standard barbecue plate with beans, slaw, and bread = \$6
Four barbecue plates plus a bottle of red, white, or rose = \$30
(our selection, paired with BBQ)

Also available: cheese platters!

We will be putting together fantastic cheese platters this fall. These will only be \$40 (\$30 for the food plus a \$10 deposit for the tray). Make things easy for yourself this fall and order a cheese plate from us to give yourself free time to enjoy the day! (Order ahead only)

We are currently taking orders to make sure we have enough food for everyone!

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. We will also be selling fresh bread from the Daily Neighborhood Deli. All of these selections will change weekly, but they will always be fresh--and delicious.

Shiraz
FINE WINES & GOURMET
675 PULASKI ST
SUITE 400
ATHENS GA 30601

RETURN SERVICE REQUESTED

JOIN OUR WINE CLUB!

Each month, Emily and the staff here at Shiraz select 3 wines we think are special and that you are sure to enjoy. All wines that we pick come complete with tasting notes and serving suggestions. Though all of the wines may be purchased separately, members receive a substantial discount on their package every month. This package consists of the three wine picks and one of our gourmet items selected for your sampling pleasure. The cost of the wine club package each month is \$45 (the cost separately is \$50-60); save money on the picks each month, plus a discount on each featured bottle purchased! Wine club also gets an extra 5% off all cases in the store. If you are a member of our wine club, you'll also get the first peek at special items here in the store. Wine club gets you extra access to everything in the store, including events! Please ask us if you'd like more information or to join--it's the best deal in town! For even more savings and great wines at a different tier, take a look at our new Premier Cru wine club level! Details inside with the picks of the month. . .

A NOTE ABOUT FOOTBALL SEASON:

We all know that things are crazy around Athens on home football game days. Just a reminder that our hours of operation are the same on game weekends as they are at any other time. In addition, we have wine tastings every Saturday from 1 to 5--even during football season! This is the one little pocket of Athens where there is still: A. parking B. quiet and calm, with a slower flow of store traffic where you get personal attention C. a free wine tasting and all the other goodies you can enjoy here!

One other note: We advise that you drive one of these three ways to Shiraz during game days for an easier commute:

1. Take Barber Street off Prince; right on Barrow; left on Pulaski and left into the parking lot
2. Take College Ave. away from downtown and make a left on Cleveland. The first left is Pulaski; right into the lot
3. Take the loop to the MLK/441 exit. Turn toward Athens. Make a right at the light (College), the first right (Cleveland), and the first left (Pulaski)

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.*

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PERMIT NO. 51

Shiraz
FINE WINE & GOURMET

"We started a garage winery and forgot to charge a high enough price"

-Tom Puyaubert, Bodegas Exopto

www.shirazathens.com

Tea is grown in 34 countries, but only one place in North America. The place? Charleston, South Carolina. The South, particularly near the coast, is a good place to grow tea plants, as they love three things: heat, humidity, and rain. Welcome to the home of American Classic Tea!

The secret to the Charleston Tea Plantation's success is a special machine, a combination cotton and tobacco harvester. It goes over the top of the rows of leaves, cutting only the new growth with a scissor-like blade. It can do the work of 500 workers in only 30 minutes. Considering the fact that in India these workers make \$3.50 a week, technology is the key to keeping the price of this tea down. But organic practices are easy: tea is naturally disease and insect resistant (even the deer don't like it). Everything on the plantation is from plantings, not seeds, and none have ever been genetically manipulated.

Though all tea comes from the same plant, there's a lot of variety available. The Charleston plantation uses 320 different evergreen plants in each field, though they're grown in a replicated blueprint for consistency. The tea changes color depending on how it is treated:

- Green tea is steamed to prevent any oxidation, then heat sealed to preserve delicate flavor.
- Oolong is dried on a belt for 15 minutes until it is lightly golden, with a nutty undertone.
- Black tea is dried out 50 minutes for it to fully change color and develop rich, smoky flavors.

The moisture that is so important for the plant to grow needs to be removed. Tea leaves are 80 percent liquid, but by the time it is ready to drink, it has lost 80% of its weight and 97% of its moisture. Overall, it takes 5 pounds of leaves to produce one pound of finished tea. This piece of living American history actually exists because of an experiment in the 60s to grow tea in the United States instead of buying from our enemies in the Cold War. But you can still tour it today, or enjoy a cup right here in Athens!

Quick Sips on Tea:

- 15-20 cuttings can come from each plant in a harvest season
- Camellia Simens is the name of the tea plant used here
- It rains 75 days a year on the plantation in Charleston
- To remove stalk and fiber, finished tea goes through 2 sieves, then static electricity
- Lipton found the land for the plantation, and Bigelow is now a partner
- A mature tea plant measures four by three by three feet
- Iced tea was invented at the 1904 St Louis Worlds Fair in the India Pavilion
- 99% of tea served in the South is iced
- available at Shiraz: Island Green, American Classic, Charleston Classic, Plantation Peach, and Governor Gray.

SEPTEMBER 2009

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

Barahonda Nabuko 2007
Yecla, Spain
50% Syrah, 50% Monastrell
Robert Parker = 90

I can't help but think of all things purple when I smell this wine--it is absolutely grapey, with blueberries, black raspberries, and ripe plums as well. The color, as well, is a velvety amethyst. Spice and black licorice add a chewy one-two punch to the smooth violet-tinged flavors with smoky hints of vanilla, cardamom, and curried spice. Great to age up to 5 years, this is delicious now with grilled foods and things with a little asian or southwest spice. Try it with western bruschetta or game sprinkled with espelette chili pepper sea salt.

\$15.99
this month only \$13.99

Banyan Gewurztraminer 2008
Monterey County, California

Medium-bodied, ripe, and not as astringently floral as some with this crisp character can be--but it's dry, crispy, and lean. Lemongrass, citrus, and passionfruit prevail, with lime peel and hints of ginger, orange blossom, and asian spices. Tightly wound and fruity, my favorite thing about it is how refreshing it is, with its spicy minerality. Its best complement is food with a little spice: try it with scallops, shrimp, crab meat, or vegetables with Dr Pete's Dressing--it is great with zucchini fritters.

\$13.99
Hook & Ladder Station 10 2006
Sonoma County, California
83% Zinfandel, 10% Petite Sirah, 5% Carignane, 2% Alicante Bouschet

For over 30 years, the name Cecil DeLoach has been synonymous with Zin in the Russian River Valley. Full of that rich, blue and black fruit you'd expect, plus great acidity on the palate. It has touches of oak, pretty pink flowers, and spice. The finish is long and soft, with sweet oak, dried blackberries, and a whisper of dried herbs. Try with meat on the grill or onions, tomatoes, and peppers. It is excellent with the Western Bruschetta.

\$18.99

**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.

This Month's Feature:

Exopto b.b. Big Bang 2007
Rioja Alavesa, Spain
50% Garnacha, 40% Tempranillo, 10% Graciano
Robert Parker = 90; "sexy"

A true small production wine (600 cases for the U.S.), and one of our all-time favorites, it is quite a mouthful of big, fresh, delicious wine. Pure, with inky mulberry, cherry, and cola notes; flowers, berries, silt, and silk are all on the menu. It is far less jammy than the ripe blueberries and raspberries on the nose let on. And it's beautifully silky with some time--whether in the bottle or once it's open. Exopto means "desire greatly"--and we all want this one! Especially at our special price...

This would be perfect with portabello mushrooms or steak topped with southwest salsa.

\$19.99
this month only \$17.99
wine club deal of the month = \$15.99!

Wine Club Premier Cru Level!



We are adding a new optional feature for Wine Club members! With the Premier Cru level, members will enjoy all the benefits of the Wine Club with even more added perks. For an extra \$25 a month, you will receive the three wines and food item in the club, plus another special, allocated bottle priced between \$25 and \$35. We will, of course, add other specials for Premier Cru members as well! Premier Cru Level members also get an extra 10% discount on all cases in the store. See us for any questions about becoming a PCWC member!

Premier Cru Level Pick

Sant' Elena Cabernet 2005
(1.5 liter!)
Friuli, Italy

From a single vineyard on the estate, we managed to get a better price because this vintage was not as tart or green as in the past. I happen to think it's better this way--and what a great idea for a party! Spicy, soy-infused blueberry and blackberry fruit are dark, soft, and definitely Italian. The tannins are full of silt, pepper, and leather. Let it open up to reveal dark, earthy spices and really soft fruit. Obviously a great pairing for pasta, it is also great with rustic dishes with root vegetables.

regularly \$135
this month only \$34.99

SHIRAZ'S RECIPES FOR SEPTEMBER

This month's featured food item is Dr. Pete's Southwest Lime Dressing. Made in Savannah, Dr. Pete has a great array of dressings, marinades, and sauces. This has a great tang! Great as a salad dressing, it is also a terrific marinade for fish or vegetables. Baste chicken; rub on corn on the cob instead of butter; have a pulled pork and cucumber sandwich; cook scallops with it; pour it over black beans; try it with crab cakes. Dr. Pete's Southwest Lime Dressing is only \$7.99, and comes automatically in this month's wine club.

THE DOCTOR'S PEPPERS

2 cups ground beef (or tofu or lean meat plus 1 T. oil)
1 large red onion, diced
1 large tomato, diced
2 cups cooked rice
1/2 cup Dr Pete's Southwest Lime Dressing
4 large bell peppers (or 6 medium)
1 Tablespoon olive oil
Heat large frying pan on medium heat. Brown meat and onions, about 5 minutes, then drain. Add tomatoes, sauce, and rice, and stuff peppers. Rub with olive oil on sides and top with the "lid" of the pepper. Bake in an oven preheated to 350 F. for 35 minutes covered, then uncovered for 20 minutes or so until golden brown.

WESTERN BRUSCHETTA

2 Tablespoons Dr Pete's Southwest Lime Dressing
1 tomato, chopped and drained
1/2 can black beans, drained well
1 oz. fresh chevre
8 baguette slices
Toast bread. In a small pan, heat tomatoes, sauce, and beans. Smear toast with cheese and top with sauce mixture.

SOUTHWEST SALSA

1 cup frozen corn, thawed
1/4 cup red onion, diced
1/4 cup jalapeno, diced
1/2 cup red bell pepper, diced
1 avocado, chopped
1 Tablespoon hot sauce (or use 2!)
3 Tablespoons Dr Pete's Southwest Lime Dressing
Stir ingredients well, until avocado is thoroughly coated. Serve with tortilla chips, over crab cakes. . . even on an omelet.
Serves 4 as a dip or 8 as a topping



ZUCCHINI FRITTERS

2 medium zucchini, grated
1 medium squash, grated
1 egg
1 cup cornmeal
1/2 teaspoon salt
1 teaspoon pepper
1/2 teaspoon chili powder
1/2 cup Dr Pete's Southwest Lime Dressing
2 Tablespoons olive oil
Drain squash and zucchini well. Add all other ingredients except dressing and oil; mix well. Form one and a half-inch balls with the mixture. Heat oil over medium and pan fry the fritters in batches, draining over paper towels. Serve hot with dressing drizzled over the top.

The Mouse Trap

Cheese is a fun and exciting way to complement and enhance the experience of the great grape. If you keep a wine diary, perhaps add a new section for cheese. You could include what you tasted and liked as reference for yourself, for hostess gifts, or for future parties.

Here are a few suggestions -- always keep in mind this should be fun and not stressful. It's a chance to play with contrasting and complementing flavors. A great starting point is to pair wines with which cheeses that originate from the same region as we did with the Iborea and Spanish whites last month. Also, remember that the harder types of cheese like a Parm can handle more tannic wines. While creamy cheeses, such as Brie, typically pair better with wines that have more acidity, like a Riesling. Enjoy a salty cheese like a Mitiblu with a sweet port. An example of pairing acidity with acidity is a nice fresh goat cheese with Sauvignon Blanc. My favorite is rich and creamy cheese, St. Andre French with the land of the bubbly; a great way to make any day special and isn't that what food and wine is all about?!