

# WineGiftClub.com

*The Grape Vine Newsletter*



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## New to Wine?

Wine is an absorbing hobby. The vast range of wine styles, the many thousands of different producers, the hundreds of different grape varieties, and the differences apparent between each vintage and the next all conspire to maintain the interest of even the most ardent geek. But this complexity, which in truth keeps us all novices, can be off-putting to the wine newbie. Go into any decent-sized wine store and you will encounter a bewildering array of wines to choose from.

If you are going to make anything other than blind guesswork the basis of your buying strategy, then you'll need some advice on where to start. But, in the world of wine there are many potential sources of advice, it seems that just about everyone has an opinion. Here, we will try to point you in the right direction.

## Ten Tips for Wine Newbies

- Don't fill your cellar with the wines you like at the moment. The temptation may be strong to buy cases, but chances are that your tastes will change. You don't want to be left with a cellar full of wines that, no matter how well rated by the critics, you won't feel like drinking.
- For this reason, buy experimental bottles in preference to full cases. There are just so many wines out there, of so many different styles, that it makes sense to buy plenty of 'educational' bottles.
- Attend as many wine tastings as you can. Taste and learn. But remember to spit! Remember, you're tasting...not drinking.
- Take the opinions and advice of wine 'experts' with a pinch of salt. If any wine 'expert' is worth listening to, they'll be humble enough to know that they are fallible and that everyone's palate is different.
- Don't fall into the trap of exclusively seeking out highly-rated or expensive wines. Instead, drink widely and build up a context from which to then fully appreciate the more stellar wines. You'll also find it easier to mould your own opinion.
- Get good advice on what to try, either from a merchant who you trust, or from a critic whose palate seems to match with yours.
- Keep notes on all the wines you try. At first you may not be very sure of what you are writing, but gradually your confidence will grow. It is also interesting to see how your perception of certain wines changes with experience!
- Read as much as you can. There are many excellent reference works around. If you get the chance, visit some wine country. There is nothing like visiting the vineyards where the grapes are grown -- putting wine in its natural context -- to bring a wine to life.

## Wine Trend:

### Break the rules

How often have you heard the food and wine pairing rule "red wine with steak and white wine with fish"? And how often have you struggled in the local wine gallery trying to figure out which wine would go best with your evening's meal? Well, labor no more. Food and wine pairing rules are meant to be broken.

## Wine Club Member Monthly Coupon

# 10% off

Any wine purchased from our current wine list  
[www.WineGiftClub.com](http://www.WineGiftClub.com)  
Use coupon code: MA0909RY  
Expires 9/30/09  
*Excludes Club Memberships*

Great Wine Gift Ideas at [www.WineGiftClub.com](http://www.WineGiftClub.com)



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*Classic Wine Club Selections*

## White Rocket Wine Company: AutoMoto Wines

White Rocket Wine Company, was launched in 2006 to develop new brands appealing especially to Millennial-generation wine consumers. AutoMoto is a new entry in the super-premium "Adventure Brands" category. Boasting a striking label image of a classic cruiser motoring toward a far horizon, AutoMoto stylishly evokes the freedom and adventure of the open road.

True to its promise of "soulfully crafted wines that take you someplace special," AutoMoto's Cabernet Sauvignon, and Riesling are made in a rich, smooth style by AutoMoto's "driver," winemaker Melissa Bates. Bates sources fruit from cool-climate California coastal vineyards and uses traditional and cutting-edge artisan winemaking techniques to fashion AutoMoto's powerful Cabernet Sauvignon, and racy Riesling. Having steered some of Napa and Sonoma's leading wineries, Bates has extensive experience chauffeuring world-class wines from vine to bottle and crafting sleek, stylish models that captivate both connoisseurs and new consumers reveling in the adventure of discovering new brands.

"Adventure Brands are driving today's super-premium wine market," says Mark Feinberg, White Rocket's Vice President of Marketing. "They account for 6.5 million cases in volume sales and \$550 million in dollar sales and are growing 20% annually in both categories. These innovative brands offer compelling new wine styles, concepts and packaging that attract younger, 'trendsetter' consumers." AutoMoto is the perfect Adventure Brand: modern, yet retro; unique, yet familiar; and universally appealing in evoking the thrill and joy of the open road.

### Cabernet Sauvignon 2005

This plushly upholstered California Cabernet was assembled from a blend of choice North and Central Coast grapes. Dark, smoky fruit tones, with fragrant coffee and mocha scents, strap you in; rich blackberry and blackcurrant fruit flavors transport you; and a long, supple finish brings you home in style.

- 2008 DOUBLE GOLD - International Eastern Wine Competition
- 2009 GOLD & BEST OF CLASS - Pacific Rim International Wine Competition
- 2009 GOLD & BEST OF CLASS - Pacific Rim International Wine Competition
- 2008 CRITICS SILVER - Critics Challenge
- 2009 SILVER - International Eastern Wine Competition
- 2009 SILVER - San Francisco International Wine Competition
- 2009 SILVER - California State Fair

### Riesling 2007

This racy, elegant, dry-style California Riesling is on track from the get-go with its fragrant jasmine, honeysuckle and orange blossom aromas, rich, crisp, citrus and green apple flavors and wonderfully refreshing streak of minerality at the finish line. A sporty model everyone can rally around!

- 2008 GOLD & BEST OF CLASS - New World International Wine Competition
- 2009 GOLD - Critics Challenge International Wine Competition
- 2009 DOUBLE GOLD - West Coast Wine Competition
- 2009 GOLD - California State Fair
- 2008 GOLD - Los Angeles International Wine Competition
- 2008 GOLD - National Women's Wine Competition
- 2008 GOLD - Pacific Rim International Wine Competition
- 2008 SILVER - Tasters Guild Wine Competition
- 2008 SILVER - International Eastern Wine Competition
- 2008 SILVER - California State Fair
- 2008 SILVER - San Diego International Wine Competition
- 2008 SILVER - Orange County Fair Wine Competition
- 2008 SILVER - Hilton Head Wine Fest
- 2009 SILVER - San Francisco Chronicle Wine Competition
- 2009 SILVER - San Diego International Wine Competition
- 2009 SILVER - Pacific Rim International Wine Competition
- 2009 SILVER - San Francisco International Wine Competition

