

From: The BrightWines Beacon <lighthouse@brightwines.com>
Subject: Fwd: for the rest of summer, drink the best of summer
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To: The BrightWines Beacon

The BrightWines Beacon for 8/10/18: for the rest of summer, drink the best of summer!

Summer is going strong here this August, it brings to mind the famous wine quote by Ray Bradbury, "the wine was summer, caught and stoppered".

This past week here at BrightWines I have begun to turn my attention to preparing for my annual Summer Sale - which traditionally begins in mid/late August as a sort of "best of summer - end of summer" sort of sale. This weekend will be a Sneak Preview of the summer sale, with great new wines and stocked-up customer favorites from this summer all IN-STOCK at best-of-summer SALE PRICES.

** For the rest of summer, drink the BEST of summer! An in-stock now, sale-prices, Sneak Preview of the annual Summer Sale at BrightWines. See Bright Lights section today. HIGHLIGHTS include:
delicious dry Rose/pink wines: 2 great favorites at a bargain \$7.99 sale price and one that's \$9.99 sale price, plus a re-stock of the 2 best-selling (and best quality) ones from Provence - at the best prices of the season!
the BEST \$10 California Cabernet in the market, period. Last 14 cases of the "**at peak**" **2015 vintage Cabernet @ \$9.99 per bottle**
NEW and IMPRESSIVE **Spanish Tempranillo, an \$11.99 per bottle RIOJA Crianza and a \$14.99 RIOJA Reserva** too - in-stock now!
Affordable Luxury reds from famed Walla Walla, Washington - and a great sale price on a Chateauneuf-du-Pape too!
new **Amador County Zinfandel** from one of the best-known winemakers in Amador **rated 93 points and only \$14.99 per bottle**
Bargain Alert - new \$7.99 prices on dry Rose and a fun Italian red (Nero d'Avola) on **direct-from-importer discounts!**

and so much MORE - see **Bright Lights** for a listing of all the Sneak Preview sale wines ready to go this weekend...

THE VIEW FROM THE TOP: Italy's unsung white wines

Every summer I do my best to find space in my newsletter or dedicate some in-store tasting time to featuring the fun and delicious "not Pinot Grigio" white wines from Italy. Nothing against Pinot Grigio mind you, it is a good white wine style and many of the best are of course from Italy. But within Italy, as folks who have visited Tuscany, or Piedmont, or Rome, or places southward or on the Adriatic, Pinot Grigio is not the local white variety. Instead, great white wines about that might be similar to, but not made from, Pinot Grigio. Famous regions like **Soave** or **Orvieto**, fun varieties like **Vermentino and Verdicchio**, or whites that masquerade as Pinot Grigio like **Trebbiano** among many others that **abound throughout Italy**. So this weekend. we'll feature a few of those whites here.

Excerpts taken from a good article in the Wall Street Journal (April 2017) by **Lettie Teague: "Push past Pinot Grigio: Italy's unsung whites."**

"Italian red wines and Italian white wines seem to exist in two separate worlds. The reds are sought-after, prestigious, and often high-priced. The whites are mostly an afterthought. (in fact) In retail stores, Italian red are granted multiple sections with shelves subdivided into regions such as Piedmont and Tuscany, while Italian whites are lumped together in a single section. Even at Eataly Vino, an all-Italian wine store in New York, the selection skews 80% red - a ratio determined by shoppers' preferences. (and) Even at 20% Eataly carries more Italian whites than any store I know" (so if you) Ask most wine drinkers to name an Italian white, save for Pinot Grigio, and you'll be met with blank stares. (perhaps) One reason is the lack of celebrated names, most Italian white wines are priced and styled for easy drinking. (and) **Producers across Italy are turning out white wines full of character.** It's time wine drinkers caught on."

Here at BrightWine I have found some **good favorites to feature under \$15 per bottle** that offer more complexity and depth and character than a similarly-priced everyday Pinot Grigio, here are some examples:

Nardello "Meridies" 2017 Soave Classico @ \$11.99 per bottle
previous vintage rated 90 points, Soave Classico is a classic DOCG white region, 100% Garganega variety

Argiolas "Costamolino" 2017 Vermentino de Sardegna @ \$14.99 per bottle
perennial favorite, drinks like Sauvignon Blanc meets Pinot Grigio

Cantine Belisario 2016 Verdicchio di Matelica "Le Salse" @ \$14.99 per bottle
not "Castelli di Jesi" but rather from a Jurassic seabed DOC called "Matelica"

All these, are great whites to enjoy on a fine summery weekend or with fish/seafood of course. So if you are a fan of good dry whites ala Pinot Grigio but a little more adventurous, perhaps take some advice from Lettie Teague and "push past Pinot Grigio" this summer.

BRIGHT LIGHTS: in-stock now at SALE prices, a **Sneak Preview of annual summer SALE!**

I have begun to turn my attention to preparing for my annual Summer Sale - which traditionally begins in mid/late August as a sort of "best of summer - end of summer" sort of sale. This weekend will be a Sneak Preview of the summer sale, with great new wines and stocked-up customer favorites from this summer all IN-STOCK at best-of-summer SALE PRICES. As usual with my annual/seasonal sales there are some 'themes' to explore, and for this summer's sale some of the themes will include: plenty of dry Rose/pink, plus a Pacific Northwest focus with a little extra attention to Washington wines, and basically just try to make sure that for the rest of summer, we drink the best of summer!

**** dry Rose/pink wines** (new, and re-stocked favorites) just a few of the many, many options ******

(Wine Spectator "daily wine pick" rose) **Reserve les Dauphins 2017 Cotes du Rhone rose @ \$9.99 per bottle**

(irreverent - and rare - labels from California) **"Secret Identity" by Iconic (Napa) 2017 @ \$14.99 per bottle**
and/or **"Around the Way" by Saint K (Paso Robles) @ \$15.99 per bottle**

(Dave's favorite Provence) **Chateau Barbebelles "cuvée Madeleine" 2017 Coteaux d'Aix en Provence @ \$15.99 per bottle**

(my top-selling Provence, fancy painted label bottle) **Ame de Vin 2017 Cotes de Provence @ \$16.67 per bottle**

**** BARGAIN ALERT:** 3 summer wines at \$7.99 special-purchase, best-of-summer prices ******

FAZIO "U Munti" 2014 NERO d'AVOLA @ \$7.99 per bottle (\$95.88/case)
tasty BBQ red from Sicily at a clearance price from the supplier

Reserve SAURINE 2017 Gard ROSE @ \$7.99 per bottle (\$89.95 per case = \$7.50 each)
a "poor-mans" Provence style from the Gard (near Nimes and Rhone)

PORTADA 2017 Rosado (Portugal) @ \$7.99 per bottle (\$89.95 per case = \$7.50 each)
best-of-summer SALE price on one of my top-selling (fruity, but dry) Rose of the season!

**** new arrivals from Europe ****

LOPEZ de HARO 2015 RIOJA Crianza @ \$11.99 per bottle
new to our market, a classic Tempranillo Rioja matured in barrel "crianza style"

LOPEZ de HARO 2013 RIOJA Reserva @ \$14.99 per bottle
new to our market, a classic Tempranillo Rioja matured in barrel, true Reserva and tastes like \$20+

(new vintage or perennial favorite) **BACARO Terre Siciliane NERO d'AVOLA 2017 @ \$9.99 per bottle**

(Affordable Luxury) **Mayard "Domaine du Pere Pape" 2014 CHATEAUNEUF-du-PAPE rouge @ \$24.99 per bottle** (sale price)

**** new great value REDS from California ****

You know these, you love these - and you know, that you know you love these!

Scott Harvey 2013 Amador County "mountain selection" Zinfandel @ \$14.99 per bottle (sale price)
93 points at \$24 retail from Tastings.com

POPPY 2015 Santa Lucia Highlands Reserve PINOT NOIR @ \$15.99 per bottle

CLINE 2016 Sonoma SYRAH @ \$9.99 per bottle (\$107.88/case = \$8.99 each)

Shannon Ridge 2015 Lake County Cabernet Sauvignon @ \$9.99 per bottle (119.88/case)
last 14 cases of the drinking "at peak" 2015 vintage

** summer sale "sub-theme" Pacific Northwest (Affordable Luxury) at SALE prices **

WALLA WALLA Vintners 2014 CABERNET SAUVIGNON @ \$29.99 per bottle (very limited)
\$45 retail, rated 91 points Wine Enthusiast (tastes even better than that)

WALLA WALLA Vintners 2015 Washington Cuvee Red @ \$24.99 per bottle (very limited)
new vintage, average online retail \$29.99

WALLA WALLA Vintners 2015 SANGIOVESE @ \$24.99 per bottle (very limited)
\$29 retail, rated 91 points Wine Enthusiast, Washington meets Montalcino.

That's all for today - lot's of worke to do getting all the new wine shipments organized. We're digging through the boxes a bit this weekend, and having a Sneak Preview of the summer sale! Stay cool everyone, I know that I will here inside the cool confines of BrightWines! --Dave

The Right Wines are BrightWines!

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