

From: The BrightWines Beacon <lighthouse@brightwines.com>
Subject: Message in a Bottle
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To: The BrightWines Beacon

The BrightWines Beacon for Jan 20th, 2017: Message in a Bottle (hint: this is the Sneak Preview weekend for my BEST annual SALE)

"In rock-and-roll, you've got to burn from the first note." (Sting, concert film Bring on the Night)

"Every good wine is a message in a bottle if you read it right. A message of geography and climate, of history and art, of science and nature, and of hard work by good people, to the world." (Dave@BrightWines)

**** Re-stocked holiday season TOP HITS still at their best prices! See BRIGHT LIGHTS for:**

(new vintage) of **SILK & SPICE** - as good, or better, than ever!
(91 points) **Murietta's Well THE SPUR** Petite Sirah & Cabernet blend
(90 points) **La Posta "Pizzella" MALBEC**
(new vintage) of **Casas del Bosque CARMENERE**, even better than before
(great press in current Somm Journal) Wente **RIVA RANCH Chardonnay**
(fresh off the Top 100, new fresh vintage) **KONO Marlborough SAUVIGNON BLANC**

**** SNEAK PREVIEW of the upcoming, annual Below Wholesale Sale, this weekend!**

See **The Lamp is Lit for tastings**, and **The View from the Top for insights**, and **Bright Lights for highlights**, including:

50% off retail on a Paso Robles, California Merlot - down to just \$7.99 each

91-point rated Aussie Shiraz/viognier at 35% off retail, down to just \$11.67 each

89-point rated Rosso Toscana (W.S. recommended at \$20) for just **\$16.67** each, "Message in a Bottle" by il Palagio (and Sting)

Bargain Alerts: UN-oaked Chardonnay for just \$6.99 per bottle, Tempranillo Crianza for just \$5.99 per bottle, Dry Chenin for \$5.99 too!

90-pt & 91-pt & 92-pt rated Cabernet Sauvignon, Cabernet Franc, and Merlot. **Affordable Luxury 35% - 50% off retail!**

all this and MORE in today's **Bright Lights section, IN-STOCK NOW at "Below Wholesale Sale" prices!**

THE LAMP IS LIT: Store Hours and Tasting Schedule

We'll be together tonight...

**** FRIDAY January 20th: OPEN until 7pm tonight, plus RSVP Guided Tasting at 7:15pm**

--tasting details --

Friday/tonight, January 20th from 7:15pm to 8:30pm: **"Below Wholesale Sale" Sneak Preview** (RSVP by e-mail is required)

This will be a "Guided Tasting" of New Arrivals and wines on the upcoming "Below Wholesale Sale". Tonight at 7:15pm will be one of the only "try before you buy" opportunities on the wines slated to be on the BWS-17 (Below Wholesale Sale) list. Great wines and great values will abound, all of the wines will be from the "Below Wholesale" list that will be published later next week. This is a true "Sneak Preview" opportunity to taste some of Dave's Favorites before the full list is e-mailed and the sale goes crazy. Please RSVP by e-mail if you would like to attend. Despite the short notice for the tasting tonight, the show will go on as long as we can get a group gathered. Space is limited regardless, so RSVP by e-mail and I will confirm tonight's tasting plans with you yet this afternoon/evening. The store will remain open afterwards (until 8:30/9pm) so you can shop your favorites at BWS-17 sale prices.

**** SATURDAY Jan 21st: OPEN from 10am to 6pm, plus RSVP Guided Tasting at 6:15pm**

-- tasting details --

This Saturday evening, January 21st from 6:15pm until 7:45pm: **"Below Wholesale Sale" Sneak Preview** (RSVP by e-mail is required)

This Sneak Preview of the upcoming Below Wholesale Sale will be one of the only "try before you buy" opportunities on the wines slated to be on the BWS-17 list. Great wines and great values will abound, all of the wines will be from the "Below Wholesale" list that will be published later next week. This is a true "Sneak Preview" opportunity to taste some of Dave's Favorites before the full list is e-mailed and the sale goes crazy. Please RSVP by e-mail if you would like to attend and I will confirm space available through midday on Saturday. The store will remain open after the tasting (until 8pm) so you can shop your favorites at BWS-17 sale prices.

**** NEXT WEEK:** Monday January 23rd through Saturday January 28th, OPEN REGULAR HOURS

"Sneak Preview" and "re-stocked TOP HITS" wines rocking and rolling ALL WEEK (see today's Bright Lights section)

Monday/Tuesday/Wednesday OPEN from 11am to close

Thursday/Friday OPEN from 10:30am to close

Saturday OPEN from 10am to close

NOTE: **stay tuned for the annual Below Wholesale Sale (2017 version) announcement** for next weekend!

THE VIEW FROM THE TOP: the annual Below Wholesale Sale schedule, from Sneak Preview to Final Updates

A year has passed since I wrote my note...

I'd like to share my intended **schedule for this famed BrightWines ANNUAL EVENT - the 17th edition of the Below Wholesale Sale**, every winter Jan/Feb since the year 2001.

part 1: Sneak Preview period - THIS WEEKEND - instore purchases and email orders too.

In-store this weekend, Friday/Saturday of January 20th and 21st and all of next week too! Some of the best wines and best deals of the BWS-17 are in-stock already, and available for purchase and for email orders starting now. See Bright Lights for more details. Plus I have re-stocked on some of the Top Hits of the holiday season wines - word to the wise, these re-stocked favorites will NOT be re-stocked during the course of the official sale duration. The Below Wholesale Sale takes precedence over regular stock items, and for good reason.

part 2: Full List of BWS-17 (pdf format) e-mailed NEXT weekend, by the end of January.

Next week, hopefully no later than next weekend but for sure by the end of January, the full BWS-17 list will be e-mailed. This list traditionally begins at about two full pages of wine deals, and progresses to a 3rd page as some wines sell out (some sellout very quickly) and as new wines get added (some of my suppliers are quicker to get me lists than others). If the workload for the list is too much next week, I will extend the Sneak Preview through next weekend and email the full list asap before the end of the month.

part 3: "Dave's Top Picks" newsletter, plus updated sale list.

While stocks are at their peak, I will publish a newsletter with fuller reviews on some of the best wines, best deals - and most interesting wines and interesting deals - of the sale list. The BWS-17 sale list is likely to be at it's peak sometime between the last weekend of January and the first weekend of February.

part 4: final update and e-mail order pickup deadlines.

As much fun as the "Below Wholesale Sale" is every year, there is always an ebb and flow to the list and the wine deals available that qualify to be on the sale. The final update to the BWS-17 with late-arriving wine deals will be for the weekend of Feb 10th and 11th, and the deadline for email orders will be Valentine's Day.

Stay tuned to more insights and details on this annual "concept sale" here at BrightWines, including the why's and wherefore's, in coming newsletter editions. For today, it's time to showcase the wines that are in-stock and available now at below wholesale pricing - both for instore purchases and for e-mail orders too.

BRIGHT LIGHTS: messages in bottles

Every move you make, every claim you stake...

Today's newsletter wine picks are a combination of re-stocked customer favorites (top hits) and sneak preview wines for the upcoming Below Wholesale Sale that are in-stock now! Word to the wise, these re-stocked favorites will NOT be re-stocked during the course of the official sale duration. The Below Wholesale Sale takes precedence over regular stock items, and for good reason. Regardless, for ALL of these wines: email & in-store orders accepted, first come - first served. IN-STOCK NOW AT SALE PRICES

** *Message In A Bottle*: rated 89 points (at \$20) Wine Spectator, from Sting's estate in Tuscany **

il Palagio 2013 "Message in a Bottle" Rosso Toscana @ \$16.67 per bottle (sale price)

Suggested Retail \$20 (see December 2016 Wine Spectator)

Wine Spectator notes: "Offers intense aromas of violet, bilberry and black currant, with flavors reminiscent of candied black currant. Vibrant, exerting grip on the moderately long finish. **Sangiovese, Syrah and Merlot. Drink now through 2019. 89 points. \$20.**"

Dave says: fans of Sting and fans of the Police will love this, one of several from the Tuscan estate home of Sting and his wife and named for songs from his portfolio. And so will fans of modern "Rosso Toscana" super-tuscan styled red blends. This tasty red is a one-shot deal at this sale price, on the current vintage.

**** Put on the Red light: re-stocked RED wine favorites and top hits ****

(new vintage) **SILK & SPICE red blend 2015 (Portugal) @ \$9.99 per bottle** (\$119.88/case)

This new vintage is the same as before, as good as ever, and maybe even better. Back in stock, and in good supply!

(91 points, W.S) **Murietta's Well 2013 THE SPUR red blend @ \$15.99 per bottle** (\$95.95/6pk case)

Suggested Retail: \$24 (see Wine Spectator)

Wine Spectator notes: "**91 points**. The licorice-scented blackberry and plum flavors have dense but refined tannins, with chai tea, black walnut and espresso notes on the expressive finish." A **blend of Petite Sirah, Cabernet Sauvignon, Petit Verdot, Merlot, Cabernet Franc, and Malbec**. Note: BrightWines was one of the first to ever offer "The Spur" red by Murietta's Well (a few years ago now) and this new vintage is the best one ever. (also rated 91 points Wine Enthusiast too)

(90 points, single vineyard reserve) **La Posta PIZZELLA 2014 MALBEC @ \$12.99 per bottle** (\$155.88 per case)

Rated 90 points (multiple times) from Robert Parker's Wine Advocate, including this vintage. And another favorite wine expert, Natalie Maclean rated it 89 points too, saying "This dark, meaty and full-bodied Argentine wine sources its Malbec grapes from local growers, the Pizzella Family Vineyard. Lots of chocolate, espresso, coffee and mocha from oak aging." Blackberries and cream with hints of spice.

(new vintage) **Casas del Bosque 2015 reserve CARMENERE @ \$10.79 per bottle** (\$119.99 per case)

This new vintage of a perennial favorite is the BEST one in years, and the best Carmenere under \$15 easily.

**** Regatta de Blanc: re-stocked WHITE wine favorites and top hits ****

KONO 2016 Marlborough SAUVIGNON BLANC @ \$12.99 per bottle (\$139.99/case = \$11.67 each)

Fresh off the recent Wine Spectator Top 100 list for their 2015, this new, fresh vintage just rocks on!

Wente 2015 RIVA RANCH Arroyo Seco - Monterey CHARDONNAY @ \$13.67 per bottle (sale price)

Featured prominently in an article in the most recent Somm Journal, this famed vineyard site makes great creamy/buttery and pineappply Chardonnay in every vintage. Wente is one of the original and classic Chardonnay wineries that has lately been on a real hot streak too.

**** desert Rose... sweet intoxication of the fall: great 2015 Loire Valley - Dry ROSE Sancerre ****

Jean Marie Berthier 2015 SANCERRE rose @ \$14.99 per bottle (BWS-17 price)

The 2015 vintage Loire wines were the best of the decade, and this lively and exciting dry Rose of Sancerre is 100% Pinot Noir. 40% off retail pricing, direct from importer, on what would have been a \$25 - \$27 wine if it had been available this summer.

**** Canary in a Coal Mine: Sneak Preview BWS-17 wines in-stock now** (your early warning, instock and ready to rock)

(bargain alert) **Villa San Juliette 2013 PASO ROBLES Merlot @ \$7.99 per bottle** (BWS-17 price)

50% off the regular \$15.99 pricing, I have 24 cases of this dark, rich, smooth, exotic Merlot from Paso Robles

(bargain alert) **ST KILDA (Australia) UN-oaked CHARDONNAY @ \$6.99 per bottle** (BWS-17)

new arrival, by De Bortoli in Australia. Published wholesale cost \$8.25 per bottle, BWS-17 sale price \$6.99

(bargain alert) **Finca Vieja 2007 La Mancha CRIANZA Tempranillo @ \$5.99 per bottle** (BWS-17)

in-store tasting favorite from last weekend's Flash Sale on Spanish wines "un gran venta de vinos de Espana"

(bargain alert) **The Royal Chenin 2014 old vines Steen (Chenin Blanc) @ \$5.99 per bottle** (BWS-17 price)

87-point rated (RP) imported by Kysela, a fruit-rich but dry/crisp Chenin Blanc old vines "Steen" from South Africa

(91 points Wine Spectator at 35% off retail) **The Chook 2013 McLaren Vale SHIRAZ/Viognier @ \$11.67 per bottle** (BWS-17)
Rated 91 points Wine Spectator at \$18 retail. "Taut and focused, wrapping fine tannins around a lean core of licorice, mineral and blackberry flavors. Comes together into a long and expressive finish, braced by ample acidity. Drink now through 2020."

**** It's a Brand New Day:** (dateline Washington) MORE in-stock Sneak Preview wines for BWS-17

Politics aside (please, don't read anything into this, one way or another). This year's BWS-17 will features some **great Washington state wines at huge discounts off retail.** From 33% off retail on a bargain un-oaked Chardonnay, to 50% off retail on a 90-point Merlot smart-buy, to 35% - 40% off Affordable Luxury 91 point & 92 point rated Cabs, in-stock now at BWS-17 prices.

(90-point rated, Smart-Buy) **NELMS ROAD (Woodward Canyon) 2012 Washington MERLOT @ \$11.99 per bottle** (BWS-17)

Suggested Retail: \$24 = savings of 50% off retail

Wine Enthusiast notes: "**90 points.** This is a fine bottle of Merlot, released under (walla walla) Woodward Canyon's second label, Nelms Road. Firm blackberry and cassis fruit flavors anchor a substantial wine that has accents of smoke, licorice, tar and toast. **Delicious!**"

(bargain alert, 33% off retail) **H.I.P. (by Hedges) 2013 Dionysus UN-oaked CHARDONNAY @ \$7.99 per bottle** (BWS-17)

from various Washington winegrowers, this is the best price I have ever had on this Macon-Villages wannabee

(91 point rated, Affordable Luxury) **Covington Cellars 2011 Columbia Valley Cabernet Franc @ \$22.50 per bottle** (BWS-17)

Suggested Retail (see WE and RP) of \$35 and a published wholesale cost of \$25.83 per bottle means this in it's prime Cabernet Franc from a great cooler vintage (ideal for Cab Franc) is 35% off, direct from the winery special-purchase.

(92 points RP) **Covington Cellars 2011 Columbia Valley Cabernet Sauvignon @ \$20.83 per bottle** (BWS-17)

12 cases only, direct from the winery at 40% off the \$35 retail (\$24.75 published wholesale cost). Rated 92 pts, Robert Parker's Wine Advocate and entering it's prime as a big Cabernet!

Doo doo doo, Da da da... is all I want to say to you

That is, except for these last thoughts. January and February contain the two most famous events that BrightWines does: my annual Below Wholesale Sale and also the grand wine tasting I coordinate at the Como Conservatory (2.23.17 is the date this year). So for me, the next several weeks will be some of the busiest of the year for me. So I'll take this opportunity to thank all of my valued newsletter readers in advance for your patience and your patronage of the newsletters here for the rest of the winter of 2017. --Dave

**** Postscript ****

When their eloquence escapes you... borrow words from someone greater than yourself. I hope you enjoyed the song names, album titles, and lyrics from Sting and The Police scattered throughout this newsletter. All credit where credit is due to: Bring on the Night, Regatta de Blanc, Brand New Day, Roxanne, Doo doo doo Da da da, Canary in a Coal Mine, We'll be Together, Desert Rose, Message in a Bottle, Every Breath You Take, and possibly others. (for example I did not quote, but wish I could have, Fields of Gold - just for personal reasons)
Sincerely, your ghost in the machine that is The BrightWines Beacon

The Right Wines are BrightWines!

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