

**From:** The BrightWines Beacon <lighthouse@brightwines.com>  
**Subject:** **The Frost Dodger!**  
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### **The BrightWines Beacon for 10/16 - 10/22 of 2009**

(read on to Bright Lights section to find out what The Frost Dodger is)

The last couple of newsletters have been rather lengthy, I hope to keep this weekend's edition a bit shorter albeit mostly "just business" today. In case you missed last week's October Calendar newsletter, I have some updates and recaps for you about upcoming events/tastings etc in The Lamp is Lit so read on!

\*\* TASTING SCHEDULE in The Lamp is Lit. (tastings tonight and tomorrow, Fri/Sat evenings)

\*\* The Lamp is Lit also has STORE HOURS for the next few days.

\*\* THE VIEW FROM THE TOP: a sneak preview of BrightWines sales/offers for late October.

\*\* More Affordable Luxury wines in BRIGHT LIGHTS: including a **Shiraz in an AMARONE style**, also a **half-price deal on a highly rated Super-Tuscan**, and more.

### **THE LAMP IS LIT: October Calendar at BrightWines**

\*\* **WEEK of Monday Oct 19 - Saturday Oct 24th**

**AFFORDABLE LUXURY Feature.** Next week I am going to publish a lengthy list of Affordable Luxury wines to offer, truly great wines at great prices. Many of you might recall that I had intended for 2009 to have a monthly feature on Affordable Luxury wines, but have only managed to do a couple of such features. Since I have acquired quite a range of Affordable Luxury wines over the past 6 months but never featured them in a newsletter, I will have quite a nice list to offer. I will use the same format as I do for most of my "sales" so look for a PDF in your e-mail next for next weekend. **MORE on this next week, and in The View from the Top today (see below).**

### **WINE AND JAZZ FESTIVAL WINE TASTING Friday night October 23rd**

The Maplewood Community Center Wine and Jazz Festival is on Friday night October 23rd this year. Many of you have attended in previous years, so you know that I use this tasting event as a way to showcase my wine selections for the first half of the holiday season, namely Thanksgiving. More details on this event in a future e-mail blast. It will be an evening of food and wine and music. The food is by Kane's Catering, the **wines are all selected by BrightWines**, and this year the music is by **Alison Scott**. <http://www.alisonscott.com/>

For tickets, call the **MCC box office at 651-249-2230** or go to their website at <http://www.ci.maplewood.mn.us/CurrentEvents.aspx?EID=1038>

\*\* **WEEK ENDING October 31st:** a "pre-season cleanup" at BrightWines.

More details to come in upcoming newsletters. I am quite serious about taking a full week (or even two weeks) and doing an in-store cleanup and reorganization so that BrightWines is ready to roll for November and December. To that end, I plan to get the aisles cleaned up, the boxes cleared out, the shelves organized and stocked.

### **THE VIEW FROM THE TOP: So what's the plan Dave?**

This weekend, meaning Friday/Saturday plus Monday, will serve as the customary "**Sneak Preview Weekend**" for two rather significant **soon-to-be-published SALE lists** here at BrightWines. **One list will be an extensive listing of Affordable Luxury wines** in an effort to make up for lost time in category of rare and fabulous wines that I have access to but rarely feature in newsletters. **The other list will be a "pre-season" clearance of odds-and-ends**, including last-of-bin, out-of-season wines, ghost wines, and other "you need these wines more than I do" sorts of items. In my experience, the list of clearance wines will last maybe one full week plus a weekend before stocks are depleted. Many of the Affordable Luxury wines are in good supply (comparatively) but others are extremely limited. Remember, the **rationale behind these two upcoming lists of wines is to help me get the shop cleaned up and organized** and ready to roll for the busy final two months of the year.

This weekend is also MEA weekend for those of us with kids in school, so it might feel a bit to you that the weekend has already started. It sure does feel like maybe winter is trying to start, but here at BrightWines I am still working under the premise that we are still actually in mid-autumn. I promised in last week's newsletter that **I am not going to be one of those retailers that tries to start the "holiday season" early**. You know, the minute that daylight savings time ends? Just FYI, this year we have Halloween night on a Saturday night, followed immediately

by the end of daylight-savings time overnight into Sunday November 1st. I say this in the context that **I have a very exciting second-half of October planned**, and it might even stretch into early November before all is said and done. I am quite serious about taking a full week (or even two weeks) and **doing an in-store cleanup and reorganization** before we have to worry about Thanksgiving and beyond. I think BrightWines will be all the better for it!

To that end, these two lists (the Affordable Luxury feature and the pre-season Clearance) will be **published by e-mail in PDF format** like my usual seasonal sale lists are published. The first list to hit your e-mail inbox will be the Affordable Luxury Feature for Fall 2009, which I will do my utmost to publish via e-mail pdf (and also online) by Tuesday/Wednesday of NEXT week. Both of these features, the Affordable Luxury feature plus the pre-season clearance will run **through the end of October** (while supplies last). Like usual, there will be an extra e-mail or two in the weeks that the sale lists are active and current so I will thank you in advance for your indulgence of those. By the middle of next week I should have the Affordable Luxury PDF e-mailed, and then for the regular newsletter on Friday I will have some updates to that list plus a sneak preview of the "pre-season clearance" list for the final week of October.

So the schedule for the rest of October here will be designed around this plan. This weekend, my top picks for the Bright Lights section will be a few more Sneak Preview items for the Affordable Luxury list. Next week I will publish the full Affordable Luxury Feature list via e-mail and on my website. The following week I will publish the "pre-season Clearance" list, with the last few days of October and the first few days of November being my chance to clean up and organize the shop. (I am looking forward to that).

One last set of notes, and that concerns the in-store tasting schedule here for the rest of October. This weekend, tonight and tomorrow, there are the class/tastings as noted above in The Lamp is Lit. Next weekend, on Friday night, is the MCC Wine and Jazz Festival tasting and therefore I do not have plans for any in-store tastings next weekend (sorry). The following weekend is Halloween. All this should make for a fun and festive month of October!

#### **BRIGHT LIGHTS: Half-price SuperTuscan, an Amarone-style Shiraz, and a recap of Siduri Pinot Noirs**

Here are some more Sneak Preview wines from the Affordable Luxury Feature coming next week. Remember, **these wines are IN-STOCK NOW and available for purchase**, but supplies are VERY LIMITED on these wines. They are all top-flight quality, rare gems at very good prices by comparison! I can accept e-mail orders in response to this newsletter, if you want to get a jump on the full list that will be published next week.

**\*\* HALF PRICE on a 2004 Bolgheri SUPER-TUSCAN \*\***

**ARGENTIERA 2004 BOLGHERI SUPERIORE @ \$39.99 per bottle** (affordable luxury feature price)

Some of you might remember a SuperTuscan from last winter called Poggio al Ginepri that I featured in my newsletter. Argentiera is the winery that made that Poggio al Ginepri wine from Bolgheri in Tuscany, it was highly rated and a pretty good value around the \$20 mark. This wine today, the Argentiera Bolgheri Superiore is their TOP wine (one magazine lists it as a \$90 retail) and I have 8 six-pack cases available at 50% off price! The Poggio al Ginepri was a very flashy and modern drink-now style, while this one here (Bolgheri Superiore) is a more serious wine for a nice meal or perhaps the cellar. In fact, it **tastes to me alot like a Pomerol** or something similar.

Wine Enthusiast notes: "**91 points. \$80 retail. Sophisticated and vibrant with chewy succulence** and firm tannins, **the top wine of this up and coming Bolgheri estate** boasts plush concentration, a nice linear quality and generous aromas of black currant, cedar, licorice, green herb and toasted nuts. There's good complexity and personality here due to the wine's many aromatic nuances and deep layers of fruit. Drink after 2012."

Wine Spectator notes: "**Release Price: \$90.** Aromas of tar and berry, with hints of sage. Full-bodied, with fine tannins and good fruit. A little hollow. **Cabernet Sauvignon, Merlot and Cabernet Franc. Best after 2008.** 4,200 cases made. 89 points."

Robert Parker's Wine Advocate: "**90 points Drink: 2009 - 2016 \$85 release price.** The 2004 Argentiera is sweet and layered in its dark cherries, toasted oak, earthiness and smoke. It offers notable balance, with ripe tannins that are beautifully woven into the wine's medium-bodied yet generous frame. This blend of 40% Cabernet Sauvignon, 40% Merlot and 20% Cabernet Franc spent 14 months in French oak. Anticipated maturity: 2009-2016. Tenuta Argentiera is a new property owned by Florentine entrepreneurs Corrado and Marcello Fratini along with Piero Antinori."

VERY LIMITED. I have just 48 bottles total (8 six-pack cases) of this wine at this half-price deal. In-stock now, and e-mail orders are accepted.

**\*\* Recap of SIDURI offer: SIDURI 2007 Santa Lucia Highlands PINOT NOIRS \*\***

Adam Lee is one of the best, and hottest, Pinot Noir producers in all of California. You might have caught the recent Wine Spectator articles on the fabulous 2007 vintage for California Pinot Noir, and two of the very best options for what I define as an "Affordable Luxury" price are available here, in-stock at BrightWines! I can accept e-mail orders, but supplies are VERY LIMITED so you will want to act very quickly if you are a fan of top-notch "affordable luxury" Pinot Noir. The Santa Lucia Highlands district, southeast of Monterey, seems to be the epicenter of some of the most compelling top-flight California Pinot Noirs at reasonable prices. Vineyards like Pisoni, Gary's, and Rosella's are leading the way for quality, and top winemakers like Adam Lee at Siduri are taking great advantage of the fabulous potential there. Note: I (Dave) tasted the Rosella's at the Wine Spectator event in Chicago a few months ago, but the rarer of the two is the Pisoni. Unfortunately, practically zero of the Gary's came to MN. The being said, BrightWines has one of the biggest allocations of any retailer in MN on the Pisoni and Rosella's, but it is just a handful of cases of each. VERY LIMITED therefore, but the wines (and the prices) are great!

**SIDURI 2007 PISONI VINEYARD** Santa Lucia Highlands PINOT NOIR

91 - 93 points Robert Parker \*\* 92 Points Wine Spectator \*\* only 473 cases made \*\* current retail: \$60 (RP) and \$54 (WS)  
**BRIGHTWINES PRICE: \$44.99 per bottle** (very limited, sorry no further case discount)

"91 - 93 points RP: Another top-notch effort is the deep ruby/purple-hued, forest floor and floral-scented 2007 Pinot Noir Pisoni Vineyard. Full-bodied and dense, with excellent fruit, a beautiful texture, and sweet tannin, this lovely Pinot should age effortlessly for 8-10 years. Drink 2009 - 2019. \$60 current retail."

"92 points WS: Offers broad flavors, mixing ripe plum, black cherry and blackberry fruit that's pure, rich and complex, turning elegant and supple. Full-bodied, this is long and persistent on the finish. Drink now through 2015. 437 cases made. \$54 retail."

**SIDURI 2007 ROSELLAS VINEYARD** Santa Lucia Highlands PINOT NOIR

90-92 points Robert Parker \*\* 93 Points Wine Spectator \*\* only 730 cases made \*\* current retail: \$50 (RP) and \$49 (WS)  
**BrightWines Price: \$39.99** (very limited, sorry no further case discount)

"90 - 92 points RP: The beautiful dark plum/ruby/purple-colored 2007 Pinot Noir Rosella's Vineyard reveals plenty of sweet black currant, plum, forest floor, lavender, and subtle background oak characteristics, deep, full-bodied flavors, admirable balance and purity, as well as sweet tannins. Drink 2009 - 2017. \$50 current retail."

"93 points WS: Supple and engaging, with ripe, generous plum, black cherry, mineral, spice and subtle cedary oak nuances. This full-bodied Pinot possesses depth, concentration and complexity, with excellent balance and length. Drink now through 2015. 730 cases made. \$49 retail."

NOTE: in addition to the very limited case quantities available of these two above-listed SIDURI Pinot Noirs, I have availability in-stock a handful of bottles of **other Siduri single-vineyard wines from the 2006 vintage** like the Clos Pepe Vineyard and the Hirsch Vineyard etc, please inquire if you are looking for more variety!

**\*\* The FROST DODGER: a 92-point rated AMARONE-styled SHIRAZ \*\***

**TORZI MATHEWS 2007 Eden Valley SHIRAZ "Frost Dodger" @ \$33.33 per bottle**

**Suggested Retail: \$40 (Wine Spectator)**

**BRIGHTWINES PRICE: \$33.33 per bottle** affordable luxury feature price

Some of you might recall the 2007 Schist Rock Shiraz by Torzi Mathews (92 points Wine Spectator, and a personal favorite here at BrightWines last fall/winter). This is NEW and **extremely limited**, only 333 cases were made in total and **BrightWines has the ONLY 3 cases that came to Minnesota!**

From the Winemaker's Notes: Our small estate grape yard in Mount McKenzie, which is the return of grape growing in this low lying, and therefore at-risk for frost, valley since the early 1900's. In making this Shiraz we carefully hand pick and dry the fruit on racks prior to crush in the ancient **Italian method Appassimento** (as in Amarone) which is the key to the wine's distinctive nature.

From the Wine Spectator: "\$40. Polished and round, with a stony accent to the blackberry and licorice flavors, lingering nicely on the smooth

finish. Drink now through 2014."

From Stephen Tanzer: "**92 points**. Deep ruby-red. Exotically perfumed bouquet evokes black raspberry, dried cherry, fruitcake and tobacco. Succulent herbal notes come up with air and carry onto the palate, which offers sweet red and dark berry compote flavors and a plush, velvety character. Finishes with strong thrust and impressively pure, lingering dark fruit notes. This needs rich food."

**The Right Wines are BrightWines!**

www.brightwines.com 651-748-0793

2420 Margaret Street

North Saint Paul, MN 55109

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