



Locals Choice Wine Club

June 2012 Tasting Notes

www.tastelocalwines.com
707.857.4900

MAIL

p.o. box 124
geyserville, california 95441

PHONE

707.857.4900

FAX

707.857.1885

WEB

www.tastelocalwines.com

EMAIL

yummy@tastelocalwines.com



Currently showing at Locals the work by Kai Samuels-Davis through July 2012

Hello Locals Choice Club Members,

It is new release time here in the tasting room with lots of fresh vintages arriving as is customary this time of the year. Our winemakers have been tasting and re-tasting their wines; making decisions as to the proper time for you to start enjoying them also.

As you will have noticed in the past we like to try and get our new releases to you as soon as possible so that you have the chance to taste them and decide if you want more since, as you know, these are all limited production wines.

If you follow the wine industry news at all then you know it is a pretty crazy business. Only a year or two ago there was a tremendous grape glut but now everyone is scrambling to get their grapes. Prices for fruit have risen accordingly. Some of our winemakers are now struggling to find grapes to purchase. Having watched the ups and downs of the wine business from my perfect perch at Locals I can attest to the fact that there is never a dull moment.

This quarter I had several great new releases to choose from and have selected two of my current favorites. First up is the 2010 Praxis Pinot Noir made with the grapes from a sustainably farmed vineyard in Monterey. Winemaker/Owner Bill Arbios has made Pinot from this vineyard for many years and loves the chalky soils, which allow him to create the Bergundian style Pinots that he loves. To me his 2010 vintage is the best to date and I am excited to be able to introduce you to this wine. Bill tells us that people often ask where the name Praxis came from and it is in fact the Greek word for practice. Since launching the label, Bill and his wife Susan have also learned that it is a moon of the Klingon home planet on Star Trek as well as a verb for domination in an on-line vampire game. Who knew!

What I can tell you is that the 2010 Praxis Pinot is a beautifully soft and approachable wine and I agree with the winemakers descriptors of black raspberry, vanilla and the mushroomy earth notes along with violet and geranium on the nose. Customers in the tasting room also talk about

flavors of cranberries and particularly mention the rich mouth feel of the wine. Sounds good don't you think? Go give it a try.

Next comes the new release of a perennial favorite, 2009 Atrea Old Soul Red. For each vintage, wine maker Alex McGregor uses a slightly different blend which for the 2009 is 59% Zinfandel, 20% Sirah, 14% Syrah and 7% Malbec. The grapes for this wine were harvested and field sorted by hand and personally I am struck by the amazingly rich color of the wine and particularly enjoy the fig on the nose, which is a favorite of mine.

I am really looking forward to having you try these two brand new additions to the Locals lineup and to hearing what you think. Diane has new pairing recipes for you here tastelocalwines.com/recipes and full tasting notes on each wine can be found here tastelocalwines.com/tasting_notes

Pricing and discount details follow...but first a word about summer shipping in case those of you living in very warm areas are concerned. For any wines going to hot areas, we have decided that in the interest of keeping you all as happy as possible and your wines safe and sound, we will pick up the additional expense of sending you your wines using our shippers cold trucks to certain hubs which should help to avoid any problems. For those of you in California we will be using Golden State Transit in some areas as they will provide a **next** day service. There will be no additional charge to you for these shipping upgrades. Please also keep in mind that we are one of the few wine clubs willing to store your wine, temperature controlled, pretty much indefinitely so if you prefer that we do so please let us know as soon as you receive this email.

As always, mark your calendars and don't forget to take advantage of your \$1 per case shipping promotional window starting Friday, July 20, 2012 and ending on Friday, July 27, 2012. Please note that the **maximum** order for \$1 per case shipping is three cases per club member (with a **maximum of one case to Alaska and Hawaii**). Your 45-day follow up discount applies to all orders placed by July 31st, 2012 and your discount shipping code is JUNLCW.

Cheers,
Carolyn

Locals Choice Club Selections

**2009 Atrea Old Soul Red
Zin Blend, Mendocino County**

\$25 Retail, Club Price \$21.25
45-day follow up price \$20

**2010 Praxis Pinot Noir
Monterey County**

\$23 Retail, Club Price \$19.55
45-day follow-up price \$18.40

Locals Choice Pinks and Whites Club

**2010 Foggy Valley Chardonnay
Russian River Valley, Sonoma County**

\$20 Retail, Club Price \$17
45-day follow up price \$16

**2011 Peterson Rose Bradford Mtn.
Vineyard, Dry Creek Valley**

\$21 Retail, Club Price \$17.85
45-day follow up price \$16.80

Locals is open Everyday from 11am to 6pm.

We always enjoy hearing from you .

Drop us a line at: Box 124, Geyserville, CA 95441.

Or email us at: yummy@tastelocalwines.com.