



Total Locals Wine Club

October 2013 Tasting Notes

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Hello again Total Locals Club members,

Don't you just hate it when you have been trying to figure out how to describe something and then someone else just up and does it before you can? Well I have been thinking a lot about how to describe our customers' experience of the wines at Locals and what my best advice is when asked about tasting wines. In doing so, I thought about the questions customers ask and how they often rely on others' opinions, including my own, of what they might enjoy. Nothing wrong with that. As you know, we love to answer questions, offer opinions or just talk about the qualities of wines. That's what Locals is all about! But it's important to remember that in the end it's your palate preferences that count.

A little back story: When I first moved to California back in 1997, I was told the place to go to discover lots of interesting wines was a wine shop in Berkeley named oddly enough "Kermit Lynch." Turns out that is the owner's name. The advice was right. Visiting the store was and remains a great experience and I discovered many new wines while at the same time having the opportunity to explore my palate preferences beyond what I had become accustomed to.

The quote below, which is from The New York Times Magazine, perfectly describes my own philosophy about tasting wines and my goal and desire for the experience a Locals' customer will have when they visit the tasting room or receive their wine club selection. The only word I have changed is to make the wine merchant Locals!

"Find a good tasting room like Locals and let the staff pick out four or five bottles then give the wines a chance. Try to be open-minded when you taste. A lot of people say, "I don't know much about wine, but I know what I like." Maybe you don't know what you like because you just keep drinking the same style. The wine world is pretty vast and diverse and its not marriage (Carolyn here, I love that part!!) You don't have to be

faithful to one style. So don't impose your comparatively limited experience on every wine you encounter. Try to understand wine styles you're not familiar with."

So there you have it. In a nutshell this is what we try to tell everyone who visits us and may initially be overwhelmed by our huge selection of wines and varietals. Be open-minded and explore! Consider the wide variety a challenge to be open-minded about what you are experiencing and give your palate a chance to explore something new.

As you work your way through this quarter's selections, think about all the qualities of each wine and even though one or two may not be exactly what you think you love....pair them with a favorite dish or bring them out when you are with a group of friends and watch what happens. Opinions may vary widely, but that is what makes wine, like life in general, so interesting.

You can find full winemaker notes on each of the wines included right here tastelocalwines.com/tasting_notes, but I humbly suggest that you taste first and read about others' opinions of what you are tasting later.

Look for Diane's recipes and suggested pairings at tastelocalwines.com/recipes.

As always, please don't forget to take advantage of your \$1 per case shipping promotional window starting Monday, November 11, 2013 and ending on Monday, November 18, 2013. (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 December 12, 2013 If you are a Facebook user be sure to follow us at www.facebook.com/localstastingroom and see our contests and special promotions as well as adding your input about our wines.

Cheers from all of us at Locals.

Carolyn

**2012 Praxis Pinot Noir,
Sonoma Coast**

\$25 retail, club price \$20
45-day follow-up price \$18.75

**2010 Peterson Vignobles, Petite Sirah
Blend, Dry Creek Valley**

\$32 retail, club price \$25.60
45-day follow-up price \$24

**2011 Bedarra Bonfire, Merlot, Cab,
Zin Blend, Dry Creek Valley**

\$25 retail, club price \$20
45-day follow up price \$18.75

**2010 Pendleton Petite Sirah,
Alexander Valley**

\$32 retail, club price \$25.60
45-day follow up price \$24

**2010 Gunfighter Zinfandel, "Treborce
Vineyard", Dry Creek Valley**

\$28 retail, club price \$22.40
45-day follow-up price \$21

**2011 Eric Ross Tempranillo,
Bokish Vineyard, Lodi**

\$39 retail, club price \$31.20
45-day follow up price \$29.25

Locals is open
Everyday from 11AM to 6PM.

We always enjoy hearing from you .
Drop us a line at:
Box 124, Geyserville, CA 95441.
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