



Steve's Liquor & More
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SUBSCRIBE and have first access to highly rated wines. Fall, 2007



OKTOBERFEST IS HERE! Picture this: it's a mild, sunny day and you've just arrived at the world's largest beer festival: Oktoberfest. Thousands and thousands of people are milling about, oom- pah- pah music courses throughout the grounds and everywhere you look there's Beer! I'm sure many of you already know that Oktoberfest is a huge festival, spanning 18 days of great fun as well as just exactly what Oktoberfest beer is but in case you don't, here's a brief explanation. You've probably noticed the words 'Marz' or 'Marzen' on Oktoberfest labels. It's German for March, the time when the beer is made then caved before the summer weather renders brewing impossible. Beer is continually drawn on throughout the summer and finally exhausted in October. This tradition has come to be associated with one specific style, known as 'Marzenbier'. It has a malty aroma and is a medium strong version of the amber-red Vienna style. It became seasonal to the festival, where it's still offered along side paler beers of a similar strength and has since been given the official 'Oktoberfest' name. The style took on a life of its own and when it reached American beer lovers, a new tradition was born. As a result, we're blessed with a huge variety of choices.

Oktoberfest first started as a wedding celebration. Prince Ludwig of Bavaria, who was later crowned King Ludwig of Bavaria wanted to commemorate his marriage to Princess Therese of Saxony-Hildburghausen with the people of Munich. He organized a horse-race where copious amounts of the local beer was offered and Voila! Oktoberfest was born.

Some fun Oktoberfest facts:

- 30% of the year's production of beer by Munich breweries will be consumed in the two weeks of Oktoberfest.
 - 12,000 People are employed at the Oktoberfest. Of these, 1600 are waitresses.
 - There is available seating for 100,000 people. (WOW!)
 - The six Oktoberfest breweries, (Spaten, Augustiner, Paulaner, Hacker-Pschorr, Hofbräuhaus, Löwenbräu) sold 6 million mugs of beer in 2005 (5.5 million in 2004).
 - Sausages: 220,000 pairs (Bavarians typically enjoy two at a time)
 - Roast chickens: 460,000
- I can only imagine how many pretzels are consumed! If you've been fortunate enough to attend Oktoberfest, stop in and chat with me about it and if you haven't, stop in and grab some goodies for your own Oktoberfest!



We've located a new source for some truly unique, utterly delicious and incredibly hard to find wines from small producers in California. We tasted them and found some true gems. These are tiny, high quality producers that rarely are made available off direct mailing lists. Some of these new wines coming late September (remember - small quantities so they won't last long).
2001 Rued Winery Dry Creek Zinfandel, 550 cases produced, \$23.99/750ml. Lush with great spice and blackberry jam, not an aggressive Zinfandel, but one with great finesse and complete varietal character without an overpowering

oak flavor.

2002 John Tyler Pinot Noir Russian River Valley, Baciagalupi Vineyard, 829 cases produced, \$40.99/750ml. Incredibly fresh and high in acidity, very Burgundian in character. Superb cool climate aroma of thyme, black cherry and an attractive peppery note with a seamless integration of silky tannins.

2002 Richard Perry Napa Valley Cabernet Sauvignon, 385 cases produced, \$47.99/750ml. From the Napa Valley foothills, this wine possesses an inky black color. A very intense nose with strong black fruit and smoke. Flavors of black raspberry, cassis and tobacco. Incredibly smooth, long lasting finish.

2004 Wooden Head Pinot Noir, Anderson Valley, Wiley Vineyard, only 305 cases produced, \$48.99/750ml. Dark garnet in color, with a nose of brandy infused berries, lavender and violets that belies its depth. Flavors of cherry and pomegranate, huckleberry, black raspberry and cranberry roll over the palate with a hint of underlying mushroom.

2003 Unti Syrah Dry Creek Valley, 1500 cases produced, \$27.99/750ml. Classic Unti blackberry and smoked meat character, accented nicely by violets, lavender and raspberry liqueur, all Rhone-like descriptors. This full-bodied, inky dark Syrah has excellent depth, richness and balance.

2004 Unit Zinfandel Dry Creek Valley, 1130 cases produced, \$27.99/750ml. 80% Zinfandel, 20% Petite Sirah, this wine is

jammy and full-bodied. Quite dark, with super ripe berry fruit and touch of spice with a nice warm finish.

Don't wait for reviews with these amazing wines! Their production is so small - if they get reviewed these gems will be LOOONG gone by then!



EUROPE: 4

Winning Wine

Recommendations for Fall - Dominique

. It's pretty hard to be so selective and not to pay tribute to all other European wines we buy, but hey, these 4 little guys really shine for their qualities and most of all, for their price!

MARINA CVELTIC MASCIARELLI 2003 \$26.99

Boy, this guy is quite a wine! Big, heavy, chewy, soft, smooth, silky with a myriad of aromas jumping out of the glass, this Italian from Abruzzo just reinforces what I tend to think about the under-rated quality of wines made from Montepulciano grapes. Try it with fillet steak on a rich sauce or with barbecued meats. Better still, nibble on some chocolate while sipping the baby, I swear it is pure heaven!

LABASTIDA RIOJA 1999 \$19.99

Ooh la-la, age gave this Tempranillo amazing mellowness, this wine is peaking right now it is smooth while still having structure, the aroma profile is mind blowing: leather, earth blackberries, spices, vanilla... And most of all, its price makes it so attractive, it is quite a gem for so little money and with so much ripeness! It shows how Tempranillo, Spain's answer to Cabernet is age-worthy when well made. Red meats are of course a great match for the wine but so are cheeses, especially the sheep milk ones.

MIRABILE NERO D'AVOLA 2003 \$15.99

At last a Sicilian wine that is not a fruit bomb and offers the best of this magical alchemy between

grapes and terroir! Full-bodied, with velvety tannins, this beauty has an extremely long finish. A touch of rusticity mixed with hints of smokiness and chocolate make this Nero D'Avola the most interesting one we carry in the store! From Sicily's rugged southwestern coast, it calls for lamb, grilled meats and veggies with herbs, its acidity makes it thirst quenching.

LAFAGES CATALANES GRENACHE 2005 \$11.99

Hey, winter's bitter cold has not arrived yet; there is still plenty of time for picnics and grilling out, not to mention just relaxing and watching the dead leaves fly by.

Well guess what, this little Grenache is just the ticket for all that and more.... Medium bodied, it is loaded with fresh red fruit aromas, sweet caress of peppery tones and hints of smokiness. When given a little chill it is very refreshing and pleasing. Vegetarian people alert, this guy is great for you, it does need any fatty dishes to shine. As for the meat-eaters recommendation, I would go with white meats, works well with chicken and pork.

As for the hundreds of other European wines (I can hear them screaming at my back and accusing me of unfairness), please come and pay us a visit at the store.

I will be glad to take you on a personalized tour to share with you their merits.



OVER 90 WINES TO TASTE - Don't Miss Out on the International Wine Tasting

This is a tremendous annual event to benefit the Madison Chapter of the Arthritis Foundation. Each year Steve's Liquor and More and

Steve's Wine Market select high quality, interesting wines from the world and knowledgeable winery professionals are on hand to educate and inform you about them. In addition to wonderful wines, artisan cheese, chocolate and appetizers are served. This fun-filled evening also offers an array of silent auction items to bid on and help further a good cause.

Date: Nov 03, 2007 (Sat)

Time: 4:00 PM - 7:00 PM

Cost: \$60 per person/\$110 for the Wine Tasting and Connoisseur's Room (Tickets available from both Steve's locations or directly from The Arthritis Foundation.)

The Connoisseur's Room will offer the opportunity to sample older vintages and rare offerings of highly collectible wines donated by friends of the Arthritis Foundation from their private cellars. The private tasting will be held from 3:30-4:30 p.m. Space is limited to 20 people.

Place: The Madison Club, 5 E. Wilson Street in Madison, Wisconsin 53703

Phone: The Arthritis Foundation 608-221-9800



The Thunder from Down Under - Adam

Look out for a number of new wines bringing the thunder from down under. Recent vintages in Australia have produced epic, powerful wines rich in fruit, velvety tannins and integrated alcohol.

Four new wines in particular show off Australia's winemaking prowess and, more importantly, versatility. The **2006 Mollydooker Two Left Feet** is a spectacular red blend of Shiraz, Merlot and Cabernet. This wine is very smooth, vibrant and distinctive. Another outstanding wine from Mollydooker is the **2006 Maitre'd Cabernet**. This wine is very deep and voluptuous. The grapes are sourced from cooler

climates. It is rich and intensely flavored with juicy plum, currant and blackberry fruits with hints of clove and spice.

A third wine that I am excited about is the **2004 Pirramimma Shiraz**. This wine is made from selected parcels of 30 year old vines. The rich fruit is integrated with oak producing a very complex wine at just \$22.99 a bottle.

The biggest surprise is the **Thorn-Clarke Non-vintage Brut Reserve**. This is an outstanding inexpensive sparkling wine made of 60% Pinot Noir and 40% Chardonnay. This "champagne look-alike" is light, elegant and will pair wonderfully with just about any food, especially turkey and seafood. A great buy at just \$13.99. Stop in for a trip "down under".

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