



Trendy Vino

The response to our webinar on **Banquet Wine Sales and Upsells** was outstanding, and as a result, we have had a lot of great comments that you would like more wine info! So, I thought every now and then I would feature some hot trendy wines that are getting a lot of attention as of late. And remember . . . anything trendy is a great upsell!

Remember to always offer wine tasting with all food tastings for your clients and that your wine suppliers and distributors are happy to help you with pairing suggestions on all your banquet menu items and training for your staff.

Here they are. . .



2004 Narcissa, Columbia Valley

Produces by **Whitman Cellars** in Walla Walla, Washington and is a blend of 63% Cabernet Sauvignon, 13% Syrah, 12% Malbec, 10% Merlot and 2% Cabernet Franc. It is aged for 18 months in French and American Oak. The winemaker, **Steve Lessard**, describes it: "This robust Bordeaux-style blend is multi-layered with tobacco, coffee, leather, cherry, blackberry, and white pepper. The wine is inviting with soft, round acidity, a rich mid-palate and long balanced tannins on the finish. Enjoy this wine with red meat or tomato-based dishes for the next five years."

Two sparkling wines that are absolutely on FIRE right now. . .

Segura Viudas

Segura Viudas Brut Reserva

Segura Viudas Brut Reserva was named one of **Wine & Spirits 100 Best Buys of the Year**. It will appear in the November Buying Guide and will be accompanied by a score of 90 Points. It is also on **Wine Enthusiast's Top 100 Best Buy** List, ranking #9.

Segura Viudas Brut Reserva, created from a blend of reserve and non-vintage wines, is clean and delicate, yet rich in flavor. A cuvée of Macabeo, Parellada and Xarel-lo grapes grown in the renowned Alt Penedès region of Spain, the wine is vinified according to *méthode champenoise* technique and is aged in the bottle for a minimum of three years. This fine cuvée is fairly crisp with an interesting floral note and mouth-pleasing sensation of creaminess. It pairs beautifully with a variety of appetizers, as well as crab, shrimp, Thai cuisine, roast pork, quail, foie gras or semi-sweet desserts. Look to triple-aged Gouda or hard aged cheeses for the cheese course.



Gloria Ferrer Va De Vi Ultra Cuvee

<http://www.freixenetusatrade.com/Wines.php?Wine=317>

This hot new sparkling wine from Gloria Ferrer received a **Gold Medal** at the 2009 San Francisco Chronicle Wine Competition, and was featured in *Contra Costa Times* as Top Summer Value wine.

Food Pairings: Va De Vi Ultra Cuvee is a versatile accompaniment to savory hors d'oeuvres like patè or potstickers, delicious with spicy Indian or Thai cuisine and pairs wonderfully with fruit-based desserts like pound cake with fresh berries, pear or apple tarts. Look to fresh chèvre, brie or other semi-soft cheeses for the cheese course.



Clos du Bois, Sonoma Reserve Merlot, Alexander Valley

With the craziness of the “*Sideways* effect” of Pinot Noir in the industry and lack of merlot sales, there is now the highest quality of merlot fruit out in the market and for price points that you just you can't beat. This particular merlot was aged all in French Oak and fruit selection all from the Alexander Valley and offers aromas of violets, black cherry, plum and mocha that introduce forward berry/cherry fruit flavors and balanced oak tannins, followed by a long finish with oak and chocolate notes. The 2002 vintage received a score of 92 points from *Wine & Spirits*, while the 2001 received a gold medal in the San Francisco Chronicle Wine Competition

For more information on the **Beverly Clark Hospitality Training Programs**, please contact **Lynne LaFond DeLuca** at lynne@beverlyclarkenterprises.com and visit our website at www.beverlyclarktraining.com

Beverly Clark Enterprises
114 East Haley, Suite K Santa Barbara, CA 93101
800.933.3434