

## AMAZING WHITE BURGUNDY BARGAIN 2016 Macon-Villages (Joseph Drouhin)

The new vintage of Drouhin's value-priced Macon-Villages is superb. It is immediately attractive, with fresh, appealing Chardonnay fruit, a lovely texture, surprising depth, fresh acidity, and a long, restrained finish. Its Burgundian origin is obvious. Subtle and nuanced from start to finish, it never seems to try too hard. It delivers far more elegance and class than you expect at this price.

**2016 Macon-Villages (Joseph Drouhin) \$16.00**  
**HALF-CASE SPECIAL 15 Percent Off \$81.50**  
 (\$81.50/6 bottles = \$13.58/bottle)

## USER- FRIENDLY RED WINE VALUE 2016 Pays d'Oc "Cabernet Sauvignon" (Fontanes)

This delicious everyday red comes from Pic Saint Loup in southern France. Proprietor Cyriaque Rozier uses a simple but very appealing approach: one hundred percent Cabernet Sauvignon, unblended and unoaked. It is as pure and straightforward as it sounds. The silky, medium-bodied 2016 is remarkably delicious, vibrant on the palate, and refreshing on the finish. User-friendly Cabernet Sauvignon. Try it, and you'll wonder why you've spent so much more on Cabernets that provide way less pleasure.

*"Dark, bright – it looks healthy, if you know what I mean. Straightforward aroma – clean Cabernet with no over- or under-ripeness. Medium-bodied, perfect acid/tannin balance, classy composure – a treat!"*  
 – Kermit Lynch, Importer

**2016 Pays d'Oc "Cabernet Sauvignon" (Les Traverses de Fontanes) \$15.00**  
**HALF-CASE SPECIAL 15 Percent Off \$76.50**  
 (\$76.50/6 bottles = \$12.75/bottle)

## EVERYDAY PIEDMONT REDS

It's hard to find better values in today's marketplace than Piedmont's array of red wines. Barolo and Barbaresco are the region's world-renowned wines, but her Dolcettos, Barberas, Nebbiolos, and blends can be exceptional bargains, and the best are great everyday reds. Here are eight of our current selections, every one highly recommended. All discount 20 percent off on purchases of six or more bottles during March.

**MARCH SPECIAL - 20 PERCENT OFF**  
**on purchases of six or more bottles of these Piedmont reds**

	Regular Price	20% Off Price
2015 Dolcetto d'Alba "Dabbene" (Bovio) .....	\$ 18.00	\$ 14.40
2015 Barbera d'Alba "Il Ciotto" (Bovio) .....	\$ 22.00	\$ 17.60
2013 Roero Nebbiolo (Deltetto) .....	\$ 24.00	\$ 19.20
2016 Barbera d'Alba (Elio Altare) .....	\$ 25.00	\$ 20.00
2015 Barbera d'Alba Superiore "Regiaveja" (Bovio) .....	\$ 28.00	\$ 22.40
2012 Langhe Rosso "Ars Vivendi" (Renzo Seghesio) .....	\$ 30.00	\$ 24.00
2014 Langhe Nebbiolo (Sottimano).....	\$ 33.00	\$ 26.40
2011 Barbera d'Alba Superiore "Armujan" (Ruggeri Corsini).....	\$ 33.00	\$ 26.40

## 33 YEARS OF WINE IN PALO ALTO The End Of An Era

It has been 33 years. Our lease is over at the end of April, and I am retiring from Vin, Vino, Wine. A new group is buying the business and signing a new lease. They will take over in May. I think they are very good, and am optimistic about the next chapter at VVW. But this essay is about how we got here, from a shoestring start over three decades ago.

I was 30 years old in 1985 when I decided it was time for the wine shop. I had come out of business school five years earlier with a concentration in small business management, as it was my goal to run my own small business. But I had no concept, and I had a pile of student debt. So I took a job in economic consulting in Cambridge, Mass., because it paid well. And that is where my interest in wine, which started while I was at Stanford, really took off.

(continued on page 3)

# 2014 Cote-Rôtie "La Chavarine" (Chambeyron)

Here is our second vintage from this tiny, under-the-radar, artisanal Cote-Rôtie producer. Domaine Chambeyron is the father and son team of Bernard and Mathieu Chambeyron. This family has ancient roots in the area. After phylloxera wiped out the vines in the last 1800s, Jean-Marie Chambeyron replanted the first new vines in Cote-Rôtie in 1895. The family endured through the two World Wars, and the post-war collapse in wine prices in the late 1940s when a liter cost 1 franc.

Today the vines in "La Chavarine" are over 50 years old. Whole clusters go into an old-style basket press, from which the juice flows by gravity into cement fermentation vats. After fermentation the wine flows by gravity into 400 liter wooden ovals - no new wood is used. Their 2014 is a superb rendition of true Cote-Rôtie - elegant and spicy and sturdy in the classic manner of the appellation. It is by far the best Cote-Rôtie buy on the market today.

**MARCH SPECIAL - 15 PERCENT OFF**  
**on purchases of three or more bottles of Northern Rhône Syrahs**

	Regular Price	15% Off Price
2014 Cote-Rôtie "La Chavarine" (Domaine Chambeyron) .....	\$ 55.00	\$ 46.75

## INTRODUCING A NEW STAR IN THE SANTA CRUZ MOUNTAINS

# MINDEGO RIDGE VINEYARD

**MARCH SPECIAL - 15 PERCENT OFF**  
**on purchases of three or more bottles of Mindego Ridge wines**

	Regular Price	15% Off Price
2014 Chardonnay "Santa Cruz Mountains" (Mindego Ridge) .....	\$ 55.00	\$ 46.75
<p><i>"The 2014 Chardonnay is one of the most distinctive wines being made in the Santa Cruz Mountains. Graphite, smoke, peach, mint and honey give the 2014 much of its exotic flair. Dramatic in both its flavors and phenolic intensity, the 2014 is absolutely gorgeous. The aromatics are slightly reductive, so I would give the 2014 a good bit of air. There is no question the 2014, is a stunning wine, although it shows the more extroverted, flamboyant side of what is possible in the Santa Cruz Mountains. 2016-2024 (94/100)"</i></p> <p style="text-align: right;">- Antonio Galloni, <i>Vinousmedia.com</i></p>		
2014 Pinot Noir "Santa Cruz Mountains" (Mindego Ridge) .....	\$ 55.00	\$ 46.75
<p><i>"As good as the Chardonnay is in 2014, the Pinot Noir is even better. Rich, dramatic and full-bodied, yet with remarkable translucence, the 2014 takes hold of all the senses and never lets up. Violet, lavender, mint, dark spice and leather come together in a crescendo of aromas, flavors and textures that is hard to describe. Readers who can find the 2014 should not hesitate. 2017-2024 (95/100)"</i></p> <p style="text-align: right;">- Antonio Galloni, <i>Vinousmedia.com</i></p>		

# 2015 William Fèvre Grand Cru Chablis

**MARCH SPECIAL - 15 PERCENT OFF**  
**on purchases of six or more bottles of 2015 Chablis**

	Regular Price	15% Off Price
2015 Chablis "Bougros - Cote Bouguerots" (William Fèvre) .....	\$ 125.00	\$ 106.25
<p><i>"A reserved but ripe nose features white fruit and floral notes that are set off by deft touches of classic Chablis character and wood. There is both good richness and power to the concentrated, vibrant and mineral-driven medium plus weight flavors that also possess ample amounts of dry extract that confer a textured feel to the impressively intense and mouth coating finish. This is really quite good. 2023+ (93/100)"</i></p> <p style="text-align: right;">- Allen Meadows, <i>Burghound.com</i></p>		
2015 Chablis "Les Clos" (William Fèvre) .....	\$ 145.00	\$ 123.25
<p><i>"There is just enough wood present to warrant mentioning on the strikingly fresh, cool and pure nose of mineral reduction, ripe pear, sea water and floral aromas. There is flat out remarkable power to the highly energetic flavors that also display ample amounts of dry extract that imparts a sappy texture to the intensely mineral-driven, explosive and hugely long finish that is unusually dry for the vintage. 2023+ (93/100)"</i></p> <p style="text-align: right;">- Allen Meadows, <i>Burghound.com</i></p>		

SPECIAL EVENING TASTINGS  
**2015 Grand Cru Burgundies**

ONE WHITE AND SEVEN COTE DE NUITS REDS

**Bouchard Corton-Charlemagne • Arlaud Bonnes-Mares  
Thibault Liger-Belair Charmes-Chambertin • Meo-Camuzet Clos Vougeot  
de Montille Clos Vougeot • Mongeard-Mugneret Grands-Echezeaux  
Comte de Vogue Musigny "Vieilles Vignes" • Mongeard-Mugneret Richebourg**

**TUESDAY MARCH 20 7pm & WEDNESDAY MARCH 21 7pm  
PRE-PAID RESERVATIONS REQUIRED COST \$395**

I became a regular at the Wine Cellar of Silene in Waltham, Mass. - buying bottles, quizzing the staff, going to evening tastings. I was not only increasingly fascinated with wine, I was also intrigued with Silene's business. Maybe this was the concept.

After two years there was an opportunity to move back to California, and I decided enough with consulting, let's pursue this wine shop idea. And my first trip to Burgundy that summer cemented the idea. But I knew I needed to know a lot more about the industry than I did. By the time I arrived in Northern California in the late summer of 1982, I had developed the idea of an apprenticeship period, working in the wine country and immersing myself in the industry. My first call was to Warren Winiarski of Stag's Leap Wine Cellars. I had interviewed with him two years earlier, about a general manager position at Stag's Leap. Now I hoped he could give me some advice as to how I could get a job in the industry. He remembered me, said he had not yet filled the position, but with harvest right around the corner he said he had no time to deal with it right then. So I suggested he hire me as a cellar worker for the harvest, and we could discuss a more significant role in the new year. And that's how I got my start in the wine business. Long, long hours, what felt like tons of responsibility (This was Stag's Leap Cabernet Sauvignon we're making!), the chance to see and do stuff I'd only read about. It was a tremendous experience, and I was completely hooked.

By January Warren tried to move me more into office work. But it didn't pay enough, and it wasn't teaching me about wine the way the cellar work had. So I started looking for the next gig. One day I read an article about William Hill Winery, and how Bill Hill was a Stanford GSB grad. Here was someone I could ask for advice, who would know where I was coming from. So I called him up and he invited me in to talk. But instead of giving me any advice, he said he needed a national sales manager, and did I want the job. Despite having zero sales experience (and nearly failing marketing class in school), I said sure.

Before long I was flying all over the country meeting with wine distributors. They would take me around to their key retail and restaurant accounts to tell the William Hill story (mountain vineyards = intense wines), pour the wines, and get placements for our Chardonnay and Cabernet Sauvignon. It was a remarkable education. I got to observe some of the top wine retail operations in the country, and I met a lot of people. Robert Parker (before he quit his law practice), Paul Prudhome at K'Paul's in New Orleans, Danny Haas of Vineyard Brands who would later become such a friend of VVW.

I also got to spend a lot of time in the winery and in the vineyards, picking the brains of our winemaker and vineyard manager. I was constantly tasting wines at work and at tastings, and began to feel I was no longer the rookie I had been a couple of years earlier.

I wasn't right in that regard. In fact I thought I knew a lot more than I did. William Hill was both a winery and a vineyard development company, and the vineyard development part was the heart of the company. Limited partnerships were used to buy properties and finance the planting and farming of vineyards. Wines made from the vineyards were used to showcase the potential of the property, and eventually the property would be marketed and sold, hopefully for a profit. Being an entrepreneurial type, I thought this was an interesting business model, and one I could pull off. In 1984 I started a limited partnership with William Hill's vineyard manager, and we bought and started developing an eighty acre hillside property on Mount Veeder.

And I learned how little I really knew. I'll avoid the gory details, but after a partnership dispute, phylloxera, and the recession of the early 1990s, we lost all of our capital, sold the property for a pittance, and ended up with a big pile of debt.

The organization of the partnership and the initial development of the vineyard had kept me fully occupied in 1984, but by the beginning of 1985 my day-to-day role in the vineyard project was minimal, and I turned my attention to the retail shop concept. We had put all of our capital into the vineyard, so this startup would be a low budget affair. And I felt I now knew enough about the wine industry not to be hoodwinked, even though I had never worked in retail.

Going into it, the concept of Vin, Vino, Wine could be distilled to three key ideas. The first had to do with the quality of the wines we sold. I wanted every wine in the shop - expensive, inexpensive, and in between - to be an excellent example at its price point. Today the term of art is "curated inventory", but it was our core approach

from the beginning. We planned to work with French, Italian, and California wines (hence the name), and to offer a selection of interesting wines rather than a comprehensive one. We wanted to present a small but diverse and dynamic inventory that would be exciting to wine loving clients looking to make discoveries.

The next idea was to be a neighborhood shop that cultivated and took care of regular clients. We did not have ambitions to grow into a mega-store, or to sell every category of wine. We wanted to be of a size where we knew our clients and they knew us.

The final idea was that of an integral wine tasting bar. Not a wine bar per se, but a tasting bar - a retail shop that gave clients a chance to taste before buying. We felt with this approach, especially with unfamiliar wines, the probability that people would go home with wines they really liked would go up significantly. And satisfied customers should be repeat customers.

These were the ideas going in - a highly-selective, high-quality inventory, a neighborhood shop that knew its clients, and an integral wine tasting bar.

The first decision was San Francisco or Palo Alto, and after assessing the situation for a few months, Palo Alto was the choice. We incorporated in April, signed the lease for 440 square feet at 447 Cambridge Avenue over the summer, struck a deal with Kermit Lynch of Berkeley to be the exclusive outlet of their imports on the Peninsula, built out the space, acquired our initial inventory, and opened our doors at the beginning of November.

The very first customer through the door that first day was Tony Pugliese. Ours is not a common surname in California, in fact I didn't know anyone else named Pugliese out here, so what are the odds of this? I took it as a good omen. We had a "Grand Opening" that weekend, and I met two clients who still shop and taste here (John Ferejohn and Lindy Barocchi). We were up and running.

We started off pretty slow, and learned as we went. I advertised a bit early on, but it felt like we were just burning money with no results, so we quit. Word of mouth was our most effective approach, and that takes some time. We had \$100,000 in sales revenue in 1986, our first full year. We doubled that in 1987, and doubled again in 1988. In late 1988 we signed a lease for our present home at 437 California Avenue. It took a long time to negotiate all the red tape (a Palo Alto specialty then and now), but by October we were ready and moved into our spacious new digs. That first weekend it still smelled of new paint and construction, to the detriment, I felt, of the tasting bar experience. But that didn't last long.

The next Tuesday was the great Loma Prieta earthquake. I was at Candlestick for the A's-Giants World Series game. It took many hours to get back down the Peninsula. Highway 101 was closed, and there were power outages all over. I was anxious as we finally turned onto Cal Ave. We rebuilt the front of the store some years later, but at the time the storefront consisted of three floor-to-ceiling plate glass windows. If they had shattered, the store was going to be wide open, and the inventory up for grabs. It was a huge relief to see no broken windows. I was also worried about the shelves. Only the ones along the side wall were built at that point, but they were not yet bolted to the wall. As I drove past the front I could see they were all still standing. I was feeling a sense of relief, which lasted precisely until I unlocked the door and was nearly knocked down by the intense smell of alcohol. Hundreds of bottles lay broken on the floor, as more than half the bottles on the shelves had been shaken off. It was shocking how many large pieces of broken glass were on the floor behind the tasting bar. It must have been a hell of an explosion when the bottles hit the floor. There are still divots in the floor tiles below the shelves. How incredibly lucky we were closed and no one was inside at the time. So many bottles broke that a river of wine flowed under the front door and across the sidewalk to the street. The sidewalk was stained for years.

Though it was quite the mess to clean up, it was not a serious financial hit. We lost a very small fraction of our inventory. Nothing in the front room floor stacks was lost, and only about a case and a half were broken in the storerooms as a few cases slid off their stacks. And we did get rid of the new paint smell forever.

We were only open four days a week in those early years, Wednesday through Saturday, but by the early 1990s we were selling enough to open up on Tuesday, and hire employees. We have been unbelievably fortunate with the talent and personality of our staff over the years. Depending on when you shopped and tasted here, I'm sure you made friends with Barbara Pugliese, Bob Toms, Dee Peters, Paddy O'Farrell, Anton Martinich, Christina Harvett, Lisa Rhorer, J.J. Clifton, Rebecca Rapaszky, Carla Pugliese, Dennis Sitcler, and Connie Poon. Each contributed in a major way to the community that developed at VVW.

I must say that the intense sense of community that developed here over the years has been the most fascinating and gratifying aspect of VVW. It was one of our core goals, to be a neighborhood shop where we knew our regulars well and they knew us. But I had no idea of the powerful sense of community that would develop amongst our clients. We've seen innumerable long-term friendships developed between people who met here, people who remain close friends decades later. A love of wine can be a very remarkable bond, and somehow the VVW setting became fertile ground indeed. This sense of community seems to define us for many of our regulars. Word of mouth has always been our best growth engine. We didn't find our best clients - they found us.

Over the years I came to redefine my role as a wine merchant. My job is a matchmaking role - to introduce the work of talented, passionate winemakers to interested, savvy wine lovers. Searching for and acquiring exciting wines is a bit of a dream job, and introducing them to eager wine lovers isn't bad work either.

Our inventory has been slanted toward imports since the very beginning, partly due to our initial exclusivity with Kermit Lynch, and partly because all the existing wine retailers on the Peninsula were so heavily stocked with California wines. We felt we could occupy an attractive niche by providing access to interesting imports. But we

certainly have had our success with California wines. Our biggest single category in the late 1980s was California Cabernet Sauvignon. It was a golden era for these wines, with greatly increased quality and remarkably moderate prices. During our first year, our Chambers & Chambers sales rep Anita Torpey offered us six sample bottles of the soon-to-be-released 1984 Groth Cabernet Sauvignon. Groth was brand new. They had released a small production of 1983, and this 1984 was to be their first major presence in the marketplace. We opened the six bottles at the tasting bar one weekend, and took pre-arrival deposits. The price was \$66.00 for a half-case. On Monday I called Anita with some trepidation, as we needed 50 cases to fill the orders I had taken. She too was shocked, but she fought for our allocation, and we got our fifty cases. A year later Robert Parker gave his very first 100 point score to a California wine, the 1985 Groth Reserve.

In those early years we sold tons of Dehlinger White Table Wine and Joseph Phelps Old Vine Zinfandel and Stag's Leap SLV Cabernet. But our biggest coup was Kistler. We jumped on board early, built a solid following, and were at the top of the list when they started allocating the wines. For four or five years in the late 1980s and early 1990s we were the largest volume outlet for Kistler in California. Then it just ended. One day, out of the blue, we were told Kistler was no longer available to California retailers. From now on it would be sold only to mailing list clients and restaurants. It was a big hit. The next year Turley did the same thing.

So we turned towards more imports, where we were less at risk of building a following but losing supply. By that point we had gotten pretty good at sourcing high-quality, highly interesting imports, largely through a seemingly simple insight - the vast majority of the most desirable wines seemed to be imported by a relatively small cadre of highly-talented, wine-loving importers. Kermit Lynch and Danny Haas of Vineyard Brands for French wines, Marc de Grazia for Italian wines, Jorge Ordonez for Spanish wines, Terry Theise for Austrian and German wines and Champagnes, Don Phillips of Grateful Palate for Australian wines. We also found a handful of Northern California-based regional importers who work on a smaller scale - Michael Sullivan of Beaune Imports for French wines, Charles Neal for French wines, and Alan Sobczak of APS for French and Italian wines. Each of these is an impassioned wine geek, and each has a treasure trove of great stuff in their portfolios. We cultivated relationships with each of them, concentrating our buying with them, which helped us fill our goal of a high-quality inventory, and led to great allocations of hard-to-get rarities. If there is one thing we did well on the buying side, it was finding these very best importers, and concentrating our business with them.

Many of you think of us as a Burgundy shop first and foremost. The importer most responsible for that is Danny Haas. Five or six years after I met him during my William Hill stint, a sales rep happened to bring him into the shop. We reconnected, and he quickly became a huge proponent of VVW. In the mid-1990s he suggested we put on a Red Burgundy pre-arrival tasting. He would bring sample bottles of the next vintage, and present them at a sit-down tasting. We would take orders. He only did two or three of these tastings a year, but we were one of those every year for the next two decades. It was a tremendous success from the first go around, and became a fixture of our Burgundy program. Behind the scenes, Danny made sure we got super allocations. He was generous with his time and knowledge, and a big reason we have had such a successful run with Burgundy.

Another tactical buying decision we made early on was to avoid buying anything on the secondary market - none from private collectors, none from auctions, none from "grey-market" importers. We did this to ensure every bottle's provenance. By buying only from the producers through their designated channels, we could ensure that the wines we sold were always properly handled and stored, that they were in tip-top condition, and that they were authentic.

A secondary reason was to stay on the good side of our cherished importers. To a person, they hated the grey-market, for a variety of reasons. We wanted to be on their side, so we eschewed all grey-market offers (with one notable exception which I'll explain if you ask).

Who knew when we started our little shop on Cambridge Avenue with virtually no connections to the players in the industry that eventually our bootstrap operation would be able to represent so many of the world's great wines, and greatest winemakers. By staying focused on selling only the best, and nurturing a clientele that wanted the best, we were able to move a lot of quite rare wines, and were given the opportunity time and again to host tastings with some of the most illustrious people in contemporary wine. In alphabetical order, here are some of those who tasted their wines and shared their insights with us: Guy Bizot of Bollinger, Daniel Brunier of Vieux Tèlègraphe, Thibault Liger-Belair, Francois Carillon, Laurent Champs of Vilmart, Jean-Louis Chave and Erin Chave, Helmut Dönnhoff, Veronique Drouhin, Laurence Faller of Domaine Weinbach, Danny Haas, Olivier Humbrecht, Caroline Krug, Etienne and Alix de Montille, Michael Moosbrugger of Schloss Gobelsburg, Jorge Ordonez, Bernard Raveneau, Daniel Ravier of Domaine Tempier, Giorgio Rivetti of La Spinetta, Christine Saahs of Nikolaihof, and Terry Theise.

So now, a third of a century and nearly \$50 million in wine sales later, it is time for a regime change. We made it 33 years, so obviously we did something right, at least in terms of the economics of the business. But we definitely had our ups and downs with the business cycles (great years in 2000 and 2007; disastrous ones in 2009 and 2010), and at my age I'm ready to give up the financial risk of owning a small business. I'm also very much looking forward to eating weeknight dinners before 9 pm, and not going to work on Saturdays for the first time in 30 plus years. As this goes to press we are dotting the i's and crossing the t's on a contract for the sale of the business. The group that will guide the next era of VVW is very promising. I'll introduce them to you in next month's VVW News.

## TASTING BAR SCHEDULE - MARCH 2018

For more complete information, please visit [www.vinvinowine.com](http://www.vinvinowine.com) and click Tasting Bar.

### **RED BURGUNDY OVERSTOCK SALE: 30% OFF**

**THURSDAY 3/1**

Time for some inventory reduction for us, and a chance at some bargain prices for you. This tasting features seven Red Burgundies from 2010, 2011, 2012, 2013, and 2014, all on sale at 30% off. And you can taste before you buy.

2013 Givry "Vieilles Vignes" (Ragot); 2014 Maranges "La Fussiere" (Thomas Morey); 2011 Santenay "Les Passetemps" (Vincent Morey); 2013 Beaune "Les Montrevenots" (Dubreuil-Fontaine); 2014 Morey-Saint-Denis "Vieilles Vignes" (Vincent Girardin); 2012 Pernand-Vergelesses "Les Vergelesses" (Mongeard-Mugneret); 2010 Volnay "Les Pitures" (Jean-Marc Boillot).

### **WEST COAST PINOT NOIR STARS**

**FRIDAY 3/2 & SATURDAY 3/3**

Here we line up seven of the best current release West Coast Pinot Noirs - four from Oregon and three from California. If you want to enjoy some exciting, top-level contemporary Pinot Noir, this is the ticket.

2015 Pinot Noir "Clos des Oiseaux" (Walter Scott); 2014 Pinot Noir "Santa Cruz Mountains" (Mindego Ridge); 2015 Pinot Noir "Freedom Hill" (Walter Scott); 2014 Pinot Noir "Eileen" (Cristom); 2015 Pinot Noir "Block M" (Melville); 2015 Pinot Noir "Pomarium" (Peay); 2015 Pinot Noir "Botanica" (Antica Terra).

### **2015 CHABLIS & MACON**

**TUESDAY 3/6 & WEDNESDAY 3/7**

The most famous White Burgundies come from the Cote d'Or, and we've showcased quite a few Cote d'Or 2015s at the tasting bar in recent months. But 2015 was also an excellent vintage for the somewhat lesser known (and more value-priced) White Burgundies of Chablis and Macon. Here are eight superb examples.

2015 Macon-Villages (Boillot); 2015 Chablis "Dessus la Carriere" (Gilbert Picq); 2015 Saint Veran (Comte Lafon); 2015 Chablis "Montmains" (William Fèvre); 2015 Macon-Verzé (Leflaive); 2015 Chablis "Vaillons" (William Fèvre); 2015 Chablis "Bougros - Cote Bouguerots" (William Fèvre); 2015 Chablis "Les Clos" (William Fèvre).

### **HENRI GOUGES RED BURGUNDY OVERSTOCK SALE: 30% OFF**

**THURSDAY 3/8**

Domaine Henri Gouges, one of the most renowned domaines in Nuits-Saint-Georges, produces old school Red Burgundies, wines with prominent earthiness and structure. If you are a fan, we've picked six Gouges Nuits-Saint-Georges from 2012, 2013, and 2014 for a 30 percent off overstock sale. The sale prices are quite a deal for these traditional, ageworthy Red Burgundies.

2013 Nuits-Saint-Georges (Gouges); 2014 Nuits-Saint-Georges "Les Chenes Carteaux" (Gouges); 2013 Nuits-Saint-Georges "Clos des Porrets" (Gouges); 2012 Nuits-Saint-Georges "Les Pruliers" (Gouges); 2013 Nuits-Saint-Georges "Les Pruliers" (Gouges); 2012 Nuits-Saint-Georges "Les Vaucraains" (Gouges).

### **2015 RED BURGUNDIES**

**FRIDAY 3/9 & SATURDAY 3/10**

Want to taste just how delicious Pinot Noir can be? Want to experience young Red Burgundies from a great vintage? This tasting showcases seven 2015 Red Burgundies, from a variety of terroirs stretching from Fixin in the north to Santenay in the south.

2015 Santenay "Vieilles Vignes" (Thomas Morey); 2015 Bourgogne Rouge "Les Grands Chaillots" (Thibault Liger-Belair); 2015 Fixin (Mongeard-Mugneret); 2015 Beaune "Les Sizies" (de Montille); 2015 Chambolle-Musigny (La Pousse d'Or); 2015 Volnay "Clos de la Bousse d'Or" (Pousse d'Or); 2015 Chambolle-Musigny "Les Gruenchers" (Thibault Liger-Belair).

### **RED BURGUNDY VS. AMERICAN PINOT NOIR**

**TUESDAY 3/13 & WEDNESDAY 3/14**

This is one of our favorite comparisons - the Pinot Noirs of Burgundy versus those of California and Oregon. It rarely changes anyone's preference, but it is always an interesting exercise. This tasting features four excellent examples of each, ranging in price from \$25 to \$50.

2015 Pinot Noir "Russian River Valley" (Balletto); 2015 Bourgogne Rouge (La Soeur Cadette); 2015 Bourgogne Rouge "Les Deux Terres" (Thibault Liger-Belair); 2014 Pinot Noir "Mount Jefferson" (Cristom); 2014 Pinot Noir "Santa Rita Hills" (Melville); 2015 Chassagne-Montrachet Rouge "Vieilles Vignes" (Thomas Morey); 2015 Pinot Noir "Sonoma Coast" (Peay); 2012 Santenay "Les Gravières" (Vincent Girardin).

### **2014 RED BURGUNDIES: 20% OFF SALE**

**THURSDAY 3/15**

March is the second and final month of our 20 percent off sale on 2014 Red Burgundies. We love the 2014s, but with the 2015 Red Burgundies overshadowing them in the marketplace, a discount seems appropriate to generate sales. Included in this flight are two villages wines and four Premier Crus.

2014 Cote de Nuits Villages (Joseph Drouhin); 2014 Beaune "Les Grèves" (Thomas Morey); 2014 Beaune "Les Montrevenots" (Dubreuil-Fontaine); 2014 Chambolle-Musigny "Vieilles Vignes" (Vincent Girardin); 2014 Pommard "Les Jarollières" (La Pousse d'Or); 2014 Pommard "Les Rugiens" (Courcel).

### **2014 & 2015 NORTHERN RHONE SYRAH STARS**

**FRIDAY 3/16 & SATURDAY 3/17**

Both 2014 and 2015 produced superb Northern Rhone Syrahs, the 2014s on a more medium-bodied framework, and the 2015s with a bit more heft and depth. Both vintages yielded plenty of exceptional wines, and here we showcase seven stars from our current inventory, two from 2014 and five from 2015.

2015 Crozes-Hermitage “Tiercerolles” (Louis Barruol); 2015 Saint Joseph “Hommage Roger Blachon” (Blachon); 2015 Saint Joseph “Vieilles Vignes” (Lionel Faury); 2014 Cote-Rôtie “La Chavarine” (Chambeyron); 2015 Cote-Rôtie (Lionel Faury); 2015 Cornas “Renaissance” (Auguste Clape); 2014 Cornas “Renaissance” (Auguste Clape).

**EVERYDAY PIEDMONT REDS: 20 PERCENT OFF      TUESDAY 3/20 & WEDNESDAY 3/21**

It's hard to find better values in today's marketplace than Piedmont's array of red wines. Barolo and Barbaresco are the region's world-renowned wines, but her Dolcettos, Barberas, Nebbiolos, and blends can be exceptional bargains, and the best are great everyday reds. Here are eight of our current selections, every one highly recommended, with frontline prices ranging from \$18 to \$33. All discount 20 percent off on purchases of six or more bottles.

2015 Dolcetto d'Alba “Dabbene” (Bovio); 2015 Barbera d'Alba “Il Ciotto” (Bovio); 2013 Roero Nebbiolo (Deltetto); 2016 Barbera d'Alba (Elio Altare); 2015 Barbera d'Alba Superiore “Regiaveja” (Bovio); 2012 Langhe Rosso “Ars Vivendi” (Renzo Seghesio); 2014 Langhe Nebbiolo (Sottimano); 2011 Barbera d'Alba Superiore “Armujan” (Ruggeri Corsini).

**DRY GERMAN GROSSES GEWÄCHS RIESLINGS      THURSDAY 3/22**

Grosses Gewächs, fully dry Rieslings from Grand Cru vineyard sites, are the hottest wines in Germany today. The best have a dryness, mouthfeel, and minerality similar to high-end Chablis, with exciting complexity and length. Here are seven superb examples, including just arrived 2016s from Dönnhoff.

2015 Riesling Grosses Gewächs “Rosengarten” (Spreitzer); 2009 Riesling Grosses Gewächs “Bockstein” (von Othegraven); 2015 Riesling Grosses Gewächs “Hofberg” (A.J. Adam); 2015 Riesling Grosses Gewächs “Langenmorgen” (von Winning); 2016 Riesling Grosses Gewächs “Felsentürmchen” (Dönnhoff); 2016 Riesling Grosses Gewächs “Hermannshöhle” (Dönnhoff); 2015 Riesling Grosses Gewächs “Kirchenstück” (von Winning).

**2014 RED BURGUNDIES: 20% OFF SALE      FRIDAY 3/23 & SATURDAY 3/24**

*“Two of the aspects that I like best about the 2014s is their transparency to the underlying terroir coupled with their sheer drinkability. This transparency is enhanced by terrific vibrancy because the wines really do taste alive in the mouth as they've got energy, or what I like to call underlying tension. They're ripe yet they are what the French call digest, or refreshing, where the first sip invites the next which is in fact what makes them so drinkable.”*  
- Allen Meadows, *Burghound.com*

As fine as the 2014 Red Burgundies are, they are overshadowed by the 2015s. So to make them a more interesting proposition, all of our 2014 Red Burgundies are available this month for **20 percent off**, making them veritable Burgundy bargains! This tasting showcases six Premier Crus and one Grand Cru.

2014 Volnay “Les Santenots” (Vincent Girardin); 2014 Volnay “Les Champans” (Vincent Girardin); 2014 Aloxe-Corton “La Toppe au Vert” (Thibault Liger-Belair); 2014 Nuits-Saint-Georges “Clos des Porrets” (Henri Gouges); 2014 Pommard “Grand Clos des Epenots” (Courcel); 2014 Corton “Clos du Roi” (La Pousse d'Or); 2014 Nuits-Saint-Georges “Les Saint Georges” (Thibault Liger-Belair).

**TUSCAN SANGIOVESES      TUESDAY 3/27 & WEDNESDAY 3/28**

Sangiovese, the ubiquitous vine of Tuscany's gorgeous countryside, rivals Piedmont's Nebbiolo as Italy's greatest red wine grape. This tasting features two superb moderately-priced Rossos from Montalcino, two Chianti Classicos, and two Brunellos.

2015 Toscana Rosso “Irrosso” (Casanova di Neri); 2013 Chianti Classico “Argenina” (Il Palazzino); 2015 Rosso di Montalcino (Uccelliera); 2011 Chianti Classico Riserva “Grosso Sanese” (Il Palazzino); 2012 Brunello di Montalcino (Caprili); 2012 Brunello di Montalcino (Le Chiuse di Sotto).

**2015 AUSTRIAN GRÜNER VELTLINERS & RIESLINGS      THURSDAY 3/29**

Austria excels with two white varieties - Riesling and her homegrown favorite Grüner Veltliner. In Austria both are always dry, and generally emphasize minerality. And both produce their very best wines in the contiguous districts of Wachau, Kremstal, and Kamptal. This lineup features four of each from the great 2015 vintage, and presents them in intermixed order to emphasize their differences.

2015 Riesling “Dornleiten” (Nigl); 2015 Grüner Veltliner “Langenlois” (Schloss Gobelsburg); 2015 Grüner Veltliner “Loiser Berg” (Brundlmayer); 2015 Riesling “Gaisberg” (Schloss Gobelsburg); 2015 Grüner Veltliner “Renner” (Hirsch); 2015 Riesling “Hochäcker” (Nigl); 2015 Riesling Smaragd “Steinertal” (Alzinger); 2015 Grüner Veltliner “Lamm” (Brundlmayer).

**2015 RED BURGUNDIES: NUITS-SAINT-GEORGES      FRIDAY 3/30 & SATURDAY 3/31**

We'll end March with one more flight of exciting 2015 Red Burgundies, this time focusing on the wines of Nuits-Saint-Georges, with four villages wines and three Premier Crus.

2015 Nuits-Saint-Georges “Les Plateaux” (Mongeard-Mugneret); 2015 Nuits-Saint-Georges (Henri Gouges); 2015 Nuits-Saint-Georges “Les Chaillots” (Michel Gros); 2015 Nuits-Saint-Georges “La Charmotte” (Thibault Liger-Belair); 2015 Nuits-Saint-Georges “Clos des Porrets” (Henri Gouges); 2015 Nuits-Saint-Georges “Les Damodes” (Faiveley); 2015 Nuits-Saint-Georges “Aux Thorey” (de Montille).

## 33 YEARS IN PALO ALTO

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From US-101 - Exit at Oregon Expressway, and head west on Oregon Expressway into Palo Alto. Turn right (north) on El Camino Real. Turn right at the first traffic light on El Camino, which will be S. California Avenue. We will be on your right about halfway down the first block.

#### PARKING:

Free parking along S. California Avenue, in the Palo Alto Public Parking Garage on Cambridge Avenue, and in the Palo Alto Public Parking Lot on Sherman Avenue.

HOURS:	Tuesday	11 am - 7 pm
	Wednesday	11 am - 7 pm
	Thursday	11 am - 7 pm
	Friday	11 am - 8 pm
	Saturday	11 am - 7 pm