

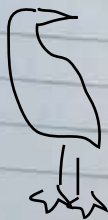
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KING SHAG SAUVIGNON BLANC 2007

WHIMSICALLY DECKED OUT IN DOUBLE ENTENDRES - **KING SHAG** PRESENTS ITSELF TRUTHFULLY AS AN ENERGETIC, RACY SAUVIGNON BLANC. YOU SEE, THE MAJESTIC BIRD FEATURED ON THE LABEL IS A KING SHAG, ENDEMIC TO THE COASTAL MARLBOROUGH REGION OF NEW ZEALAND. THE SAME REGION WHERE THE GRAPES FOR THIS EXPRESSIVE SAUVIGNON BLANC ORIGINATE. BUT WHAT MOST DON'T KNOW... OH, DO TAKE A GUESS, BABY - *AUSTIN POWERS* MADE A SMASHING DEBUT THE SAME TIME THIS WINE WAS FIRST CRAFTED. OH, YES, "SHALL WE SHAG NOW?"



KING SHAG IS A CHARACTERISTICALLY TART & TANGY SAUVIGNON BLANC. "OH, GROOVY, SMASHING" - YOU BET. BUT INSTEAD OF A SLAP IN THE FACE, IT DELIVERS MORE OF A GENTLE NUDGE WITH ITS ASSERTIVE GRAPEFRUIT FLAVORS. REFRESHINGLY CRISP, THIS IS ARGUABLY THE BEST WINE TO SERVE WITH GRILLED VEGETABLES, ESPECIALLY THOSE THAT TYPICALLY FIGHT WINE LIKE ARTICHOKE OR ASPARAGUS. SINCE A WINE THIS EXCITABLE IS DESERVING OF A PRICE TO MATCH, WE'RE SELLING EACH 750 ML BOTTLE FOR **\$6.99**.



A SHAG FOR A SHAG - 000H

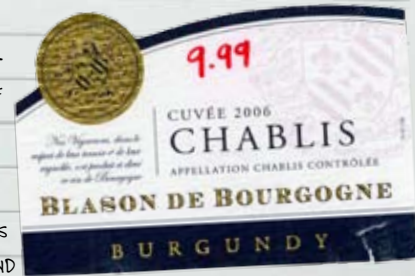


BLASON DE BOURGOGNE CHABLIS 2006

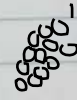
IF YOU WANT THE NAKED TRUTH ABOUT CHARDONNAY, THEN YOU'RE RIPE FOR A GLASS OF CHABLIS. THIS CRISP WHITE IS A GREAT EXPRESSION OF PURE CHARDONNAY FRUIT THAT WILL APPEAL TO THOSE WHO DON'T LIKE WINE THAT'S BEEN ADJUSTED BY WOOD. (IF YOU SEEK OAKY AND BUTTERY, BETTER LUCK NEXT TIME.)

BLASON DE BOURGOGNE CHABLIS

COMES FROM AWARD WINNING WINE CO-OPERATIVES ACROSS THE PROVINCE OF BURGUNDY, FRANCE. AS IMPRESSIVE AS IT SOUNDS. IN EACH SIP YOU CAN TASTE THE RENOWNED TERROIR. THE CHARACTERISTICALLY COOLER CLIMATES OF THE REGION LEND LIGHT ACIDITY AND CRISPNESS. AND THE MINERAL RICH SOILS ENGENDER A SUBTLE "FLINTY" FLAVOR. ABSOLUTELY PERFECT WITH A PLATE OF FRESH, RAW OYSTERS AND IDEAL TO HAVE ON HAND FOR WHEN YOUR MOTHER-IN-LAW MAKES AN UNEXPECTED VISIT. ESPECIALLY AT JUST **\$9.99** FOR A 750 ML BOTTLE.



THIS IS THE CHARDONNAY FOR THE SAUVIGNON BLANC DRINKER. ↗

100% CHARDONNAY 

MONASTERIOLO CAVA BRUT ROSÉ

FRESH, BUBBLY & LIGHT ON THE PALATE, CAVA IS THE QUINTESSENCE OF COOL IN A BOTTLE. YES, QUINTESSENCE. THIS IS A BOTTLE OUR WINE BUYER ALWAYS HAS IN HIS REFRIGERATOR DURING SUMMER. IT'S IDEAL FOR LOUNGING ON A LAZY AFTER-NOON, SUMMER DINNERS OUTSIDE AND DID SOMEBODY SUGGEST A PARTY? KEEP THE CAVA COMING!



PRODUCED IN THE TRADITIONAL METHOD, THIS 70% MONASTRELL 30% PINOT NOIR BLEND SPARKLES WITH CASUAL ELEGANCE. THE GRAPES ARE HAND-PICKED, CAREFULLY PRESSED AND STORED IN AN AUTHENTIC CAVA SEEPED IN INTRIGUING HISTORY - A CELLAR BENEATH A 900-YEAR-OLD SPANISH MONASTERY. COOL. AND IT DOESN'T GET COOLER THAN \$5.99 FOR A 750 ML BOTTLE. (SERIOUSLY, \$5.99 - JUST TRY TO FIND A COMPARABLE GLASS OF SPARKLING WINE FOR LESS. JUST A GLASS... DIDN'T THINK SO.)

MONASTERIOLO CAVA BRUT ROSÉ CAVEAT - ONCE WE SELL THROUGH OUR STORE OF THIS REFRESHING ROSÉ, IT IS GONE FOR GOOD.

GIVE ME A BOTTLE OF DRY ROSÉ ON A HOT DAY OVER... ANYTHING.

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GOLD RUSH RED

THIS IS NOT A WINE TO PONTIFICATE ABOUT; THIS IS A WINE TO DRINK. SO WE'LL KEEP THIS BRIEF. **GOLD RUSH RED** IS A CLASSIC BLEND OF GRAPES GROWN IN THE SIERRA FOOTHILLS. THE UNIQUE TERROIR DATES BACK TO THE GOLD RUSH ERA, HENCE THE "CATCHY" LABEL. OKAY, SO MAYBE IT'S KITSCHY, BUT IT MAKES THE POINT.

FOR THOSE WHO BELIEVE BLENDING TO BE THE PINNACLE OF A WINEMAKER'S ART, THIS SUPPLE RED IS WORTHY OF TAKING NOTE. REGARDLESS OF YOUR BLENDING STANCE, HOWEVER, **GOLD RUSH RED** IS ENJOYABLY QUAFFABLE AND EQUALLY AFFORDABLE. (THEY DO NOT ALWAYS COME HAND IN HAND.) EACH 750 ML BOTTLE IS JUST \$4.99. ENOUGH SAID. DRINK UP.

THIS IS A PERFECT STAND AROUND THE BBQ WINE.



SAMUEL JOHNSON ONCE SAID, "ONE OF THE DISADVANTAGES OF WINE IS THAT IT MAKES A MAN MISTAKE WORDS FOR THOUGHTS."

WORDS, THOUGHTS... WHY INTELLECTUALIZE IT? JUST DRINK AND LET IT FLOW!

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PAPILLON 2004 PINOT NOIR

SOME FIND IT CUTE, OTHERS, PERHAPS, OFF-PUTTING - BUT WHAT IS UP WITH THE DOG ON THE LABEL? THAT'S DAISY, A PAPILLON OF FRENCH DESCENT AND A PROMINENT MEMBER OF CHERRY HILL WINERY, THE WORLD'S ONLY VITICULTURAL DUDE RANCH. PURPORTEDLY HER DISCERNING PALATE RESPONDED POSITIVELY TO THIS VINTAGE, SO SHE BECAME ITS TRADEMARK.



DAISY'S WHITE BLAZE IS GROOMED IN THE SHAPE OF A WINE GLASS - MODELED AFTER MARY ANTOINETTE'S DISTINGUISHED PAPILLON COMPANION. FITTING.

TRANSCENDING A POTENTIALLY POLARIZING LABEL (DEPENDING ON YOUR TOY DOG POSITION), THIS PINOT NOIR FROM THE WILLAMETTE VALLEY IN OREGON IS BIG, BOLD AND OF IRREFUTABLE QUALITY (OH, WE DARE

YOU). THE BLEND OF TWO DUJON CLONES GIVES WAY TO A NOSE AND PALATE RICH WITH CHERRIES AND HINTS OF CHOCOLATE. AND WE DEAL DIRECTLY WITH THE PINOT IMPASSIONED OWNERS (INCLUDING DAISY, OF COURSE) SO WE CAN BRING **PAPILLON** TO YOU AT A VERY PALATABLE PRICE - JUST **\$12.99** FOR A 750 ML BOTTLE. CHILL IT DOWN A TINY BIT AND IT MAKES THE PERFECT COMPLEMENT TO GRILLED SALMON, CHICKEN OR OTHER MILD SUMMERTIME FARE.



RECOMMENDED AS THE BEST GIFTING BOTTLE!

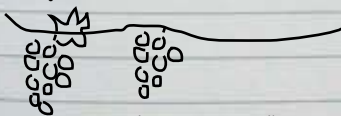
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CRANE FAMILY MERLOT

BEST GIFTING - OH YES, WE ARE TALKING ABOUT A BOTTLE THAT STANDS UP PROUDLY FOR MERLOT (EVEN AFTER ITS *SIDEWAYS* MOCKING). FROM A SMALL FAMILY OWNED WINERY NESTLED ON THE INSTEP OF NAPA VALLEY'S MT. VEEDER, THIS SENSUAL, RUBY RED MERLOT IS A STANDOUT (THOUGH IT REMAINS DELIGHTFULLY UNDER-THE-RADAR). THE NOSE DRAWS YOU IN WITH AROMAS OF DARK CHERRIES, OAK AND SPICES. INDEED, IT'S WORTH TAKING THE PLUNGE. THE WARM FLAVORS - CHERRIES, SWEET VEGETABLES, TOBACCO - ARE LUSH ON THE FRONT END AND LEAD TO A LONG, SUMPTUOUS FINISH.



THE WINE MAKER, ALISON DORAN, KNOWS MERLOT. SHE HAS MADE WINE IN THE POMEROL REGION OF BORDEAUX, WHICH SERVES AS A MODEL FOR THE CRANE FAMILY'S DON RAFFAELE ESTATE. AND OUR WINE TASTING PANEL KNOWS THIS MERLOT IS EXCEPTIONAL. THAT'S WHY WE CAREFULLY CONTRACTED A VIRTUALLY EXCLUSIVE DEAL WITH THE WINERY, MAKING TRADER JOE'S PRETTY MUCH THE ONLY PLACE YOU WILL FIND **CRANE FAMILY 2005 MERLOT**. AND IT IS DEFINITELY THE ONLY PLACE YOU WILL FIND IT FOR ONLY **\$24.99**. REMARKABLE.



THE VINEYARD WAS DUBBED "DON RAFFAELE" IN HONOR OF THE OWNER'S FATHER, WHO WAS KNIGHTED IN ITALY FOR HEROIC DEEDS IN WORLD WAR I. PRETTY COOL.

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RUSTON CUVÉE SIMONE 2004

THIS WINE IS BIG. AND IT IS DIRECT. SO WE WILL BE, TOO. **RUSTON CUVÉE SIMONE** COMES FROM ANOTHER SMALL FAMILY OWNED NAPA VALLEY WINERY THAT DOESN'T PRODUCE COPIOUS AMOUNTS - ONLY 1000 CASES OR SO. IN THIS CASE, IT REFLECTS CONSISTENT QUALITY OVER QUANTITY. AND AS OUR WINE TASTING PANEL CONCURRED, THIS IS VERY GOOD, VERY GOOD WINE.



THIS BLEND - 79% MERLOT, 13% SYRAH, 3% PETIT SYRAH, 3% CABERNET SAUVIGNON AND 2% CABERNET FRANC - IS JUST LIKE A 3RD GENERATION AMERICAN, WHO VERY WELL MIGHT HAVE BEEN THE INSPIRATION; "THE WINE IS NAMED AFTER A GIRL WE KNOW. THE WINE IS DRY; SHE IS SWEET AND SPICY." WITH NOTES OF BLACKBERRIES, DISTINCTIVE EARTHINESS AND PLENTIFUL TANNINS, SHE CERTAINLY HAS BIG CHARACTER. THE KIND THAT PAIRS WELL WITH HIGH PROTEIN FOODS LIKE STEAKS & CHOPS. THE KIND WE CAN'T IGNORE. SO THIS VINTAGE CAN BE FOUND EXCLUSIVELY AT TRADER JOE'S FOR ONLY \$14.99. A VERY GOOD, VERY GOOD VALUE.

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EPICURO SALICE SALENTINO RISERVA 2004

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IF YOU'VE EVER BEEN TO AN ITALIAN WINE SHOW OR SIMPLY IN FRONT OF A SHELF OF ITALIAN WINES, THEN YOU KNOW - ITALIAN WINE IS FASHION IN A BOTTLE. AND THERE WAS SOMETHING ABOUT THE SLEEK, EDGY EPICURO LABEL THAT FIRST PIQUED THE CURIOSITY OF OUR WINE TASTING PANEL. RIGHTLY SO. THE **EPICURO SALICE SALENTINO** IS A ROBUST WINE THAT WILL EASILY FINESSE THE MODERN PALATE. AND THAT'S BECAUSE THE WINEMAKER IS INTENT ON DOING JUST THAT.

IT'S A BLEND OF 80% NEGROAMARO AND 20% MALVASIA NERA, WITH MINERAL AND BERRY NOTES. SMOOTH AND DRY ON ENTRY, FULL IN THE MIDDLE, THE SALICE SALENTINO FINISHES LONG & FLAVORFUL. IT'S ABSOLUTELY ON POINT. AS YOU MIGHT EXPECT FROM A WINE THAT'S GROWN IN THE POINT OF THE BOOT HEEL IN ITALY'S APULIA REGION. AND THE PRICE - \$4.99 - THAT'S THE KIND OF POINT YOU CAN'T TURN AWAY FROM. OUR POINT? THIS IS A REALLY GOOD BUY! WE DARE YOU TO UNCORK A BOTTLE & TELL YOUR FRIENDS YOU HAVE A GREAT \$20 WINE TO SHARE... DON'T WORRY - IT DELIVERS.

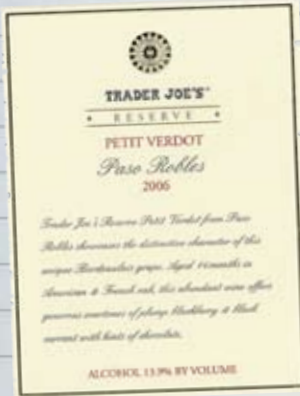
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TRADER JOE'S RESERVE PETIT VERDOT 2006

OUR **PETIT VERDOT**, A RARE FIND IN THE WINE MARKET, IS A REAL PERCEPTION SHIFTER. WE UNDERSTAND THAT THERE MAY BE SOME HESITATION ABOUT BRINGING A BOTTLE OF "TRADER JOE'S" WINE TO DINNER. BUT THIS BOTTLE WILL HAVE YOU FEARLESSLY UNCORKING ONE. AND YOU WILL BE REMEMBERED FOR IT... IN A VERY GOOD WAY.



FAR OUT IN SANTA MARGARITA (BETWEEN PASO AND EDNA IN CALIFORNIA'S CENTRAL COAST REGION) IS A PRIVATE VINEYARD SITTING ON ANCIENT SOILS THAT WERE PUSHED UP FROM THE OCEAN (YOU CAN ACTUALLY SEE THE PETRIFIED OYSTER SHELLS). THIS GEOLOGIST'S PARADISE MAKES AN IDEAL TERROIR FOR THE UNIQUE BORDEAULAIS GRAPE. OVERSEEN BY A "ROCK STAR" OF THE WINE WORLD, THIS ROBUST PETIT VERDOT IS AGED 14 MONTHS IN AMERICAN & FRENCH OAK YIELDING GENEROUS OVERTONES OF PLUMP BLACKBERRY & BLACK CURRANT WITH HINTS OF CHOCOLATE. TRULY SEDUCTIVE AND PRICED TO MATCH. AT JUST **\$9.99**, YOU CAN AFFORD TO MAKE YOURSELF THE MEMORABLE DINNER GUEST, AGAIN AND AGAIN AND AGAIN... WELL, ALMOST. THERE ARE ONLY **1800 CASES** OF THIS VINTAGE... AND THERE IS NO CERTAINTY THAT IT WILL BE MADE AGAIN.

REALLY? A PETIT VERDOT? REALLY? REALLY. AND REALLY, REALLY ONE OF THE MOST, IF NOT THE MOST INTERESTING BOTTLES.



THE UNCORKABLE 9 AT TRADER JOE'S Now !!

1. KING SHAG SAUVIGNON BLANC 2007 - \$6.99
2. BLASON DE BOURGOGNE CHABLIS 2006 - \$9.99
3. MONASTERIOLO CAVA BRUT ROSÉ - \$5.99
4. GOLD RUSH RED - \$4.99
5. PAPILLON 2004 PINOT NOIR - \$12.99
6. CRANE FAMILY MERLOT 2005 - \$24.99
7. RUSTON CUVÉE SIMONE 2004 - \$14.99
8. EPICURO SALICE SALENTINO RISERVA 2004 - \$4.99
9. TRADER JOE'S RESERVE PETIT VERDOT 2006 - \$9.99

~ IN VINO VERITAS ~

It's a shame these prices are only available in CA & some of these wines aren't even in stores outside of CA. Jolly glad to live in Cali right now!