



The
**Wine
Stop**

A Beer and Beverage Boutique

The Wine Stop Newsletter

May 2008

Issue #52

Calendar of Events

Complementary Wine Tasting Every Saturday 1-5pm

May 3 - Summer Beer & Early Cinco de Mayo Celebration. We will be tasting Mexican and Summer Beers along with a little Tequila and Mexican snacks too.

May 10 - Great Mother's Day & Brunch Wines: Prosecco, Moscato d'Asti, rose sparkling, and light bodied red wines.

May 17 - Great value wines from Tuscany and a few of its Neighbors

May 24 - Pinot Noir Oregon vs. California

May 31 - Staff Picks and Great Value Wines

Pau Hana Wine & Cheese Tasting EVERY 2nd & 3rd FRIDAY 4-8PM. A focus in pairing food and wine; we will be serving a few wines along with their perfect cheese compliment. Always complementary!

May 9 - Pau Hana Wine & Cheese: Featuring one of our favorite wineries from Paso Robles, Opolo Winery -yummy!

May 16 - Pau Hana Wine & Cheese: Be the first to try new wines from Kenneth Volk winery in Paso Robles.

Thank you Fine Wine Imports for sponsoring this month's Pau Hana Friday tastings!

SUNDAY SEMINARS

May 25th Putting Flavors and Aromas Into Words 3-4:30PM. A fun and interactive way of learning how to describe the flavors in wine through identifying aromas independent of each other and then all together in a glass of wine. Light pupu's along with 6 different wines will be served.

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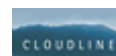
**Our gift
for Moms
10% off in-store wine
purchases
on Sat. May 10
1-5PM**

Great Italian Wines Seminar



**Cost \$35
Club Discounts
Apply. Sorry No
Gift Certificates.**

Featured Specials



**Cost:\$25 Club discounts or gift certificates will apply.
Reservation & payment confirmation required.**

May 25th The Great Wines of Italy 5:30-7PM

Exploring the famous regions of Tuscany & Piedmonte. Italian food complements will be served along with 8 different wines.

**Cost \$35. Club discounts will apply, sorry no G.C's.
Reservation & payment confirmation required.**

Parking is available on our lawn and driveway; the driveway behind our store after 4PM; and next door at International Jewelry after 4PM

Wines of the Month

These sale prices will be good for this entire month or while supplies last.

Cloudline Pinot Gris, Oregon \$13.89

This is a light bodied wine with citrus fruit flavors and an essence of white flowers, both in the nose and on the palate, excellent texture and nice acidity. Delicious with most shellfish, cheeses, ceviche, and sushi.

Lolonis Cabernet Sauvignon, Redwood Valley Mendocino, \$18.49

One of California's best 100% organic Cabernet values. This wine is a delicious full bodied, rich cabernet with wonderful hints of blueberry, black cherry, and cassis, with a spicy oak finish and lingering tannins. Perfect with a big juicy steak.

Wine News

This month we will embark on The Wine Stop's second VIP tour through Napa, May 11-16th. We had such a great time last year, we had to do it again this year. We will make sure to share some of the highlights with you after we return. A Hui Hou!



Happy Mother's Day! Bring mom in for our Mother's Day special tasting May 10th, and she will get 10% off any in-store wine. (No Rain Checks) Also, all moms can



Cloudline Pinot Gris,
2006 \$13.89



Lolonis Cabernet
Sauvignon, 2005
\$18.49

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enter a drawing for one (1) month free wine club membership valued at \$25

Liane's Corkey Trivia

The earliest Pubs in Europe were called taverns, from the Roman word taberna, or wine shop. In those days, the taverns functioned as inns which provided food, lodging and



wine, and probably local ale, for weary travelers.

Literacy was not widespread in the ancient world, so it was not uncommon for taverns to have grapevines hanging

outside its door to advertise their trade.

After the Romans left northern Europe, customer service really went down hill and taverns disappeared during the dark ages.

In the middle ages, as the commercial environment improved in Britain, its population became more urban and centered in towns and cities. This shift in population allowed the professional classes such as lawyers, bankers, writers, and civil servants to prosper. Taverns started to spring up in the towns. They sold only wine. You might liken them to modern day wine bars. Taverns were where the professional classes ate, drank and relaxed. Taverns offered comfort and superior food.

The British brought their taverns with them to the new world. In our American outpost of civilization, taverns once again served as inns, just like in Roman times. In addition to being places to find food and lodging, they also served as a meeting place, post office, and entertainment center. Taverns were a central element to life in an American town.

As Americans became more prosperous, higher class, more elegant drinking establishments started using the name "saloon" which was adapted from the French "salon" meaning "room". Passenger ships and river steamboats also had

"saloons", but these doubled as dining rooms and passenger lounges as well as bar rooms. On land, you could find ice cream saloons and hairdressing saloons in the same way that you might find a "salon" today.

Saloons in the East were different from saloons in the West. Out West, the lines between saloons, gambling houses, dance halls and brothels were blurred or non-existent. In the East, saloons were convivial meeting places with back rooms customers could utilize. Men often gathered in saloons conversing about the topics of the day, labor unions, and politics. (At that time, respectable women did not frequent saloons, or for that matter were they allowed to enjoin in the political discourse of the day, as a matter of fact, women were not even allowed to vote until 1920.)



To stave off the temperance movement's accusations that saloon customers did nothing but drink, saloons began offering free lunches subsidized by beer and liquor companies in order to increase sales. For 5 cents you could get a beer and lunch. (Up to about 30 years ago, you could still get a free lunch in a few old style bars in the East.) Sadly, Prohibition in 1920 brought an end to saloons.

Seventy-five years ago, in 1933, Prohibition was finally repealed; however, the term saloon had by then fallen into disrepute. Today, we have: the café, the bar and grill, the lounge, the nightclub, and, fittingly, the tavern, underlining the point that if you wait long enough, everything comes back into fashion. Cheers!

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