



The
**Wine
Stop**

A Beer and Beverage Boutique

The Wine Stop Newsletter

September 2008

Issue #56

Calendar of Events

Complementary Wine Tasting Every Saturday 1-5pm

September 6 - Samuel Adams Beer Lover's Choice: Come and vote for your favorite beer! Go Warriors! **10% off all beers** to any fan wearing **UH logo attire!**

September 13 - Winemaker Greg Gauthier from California will be here to discuss and pour his Pinot Noir, Chardonnay and Sauvignon Blanc.

September 20 - "Zin Fest" Happy Birthday Wine Stop. Come and celebrate our 5th year anniversary with us. Lots of wine and food. We'll be pouring more than 20 Zins including Turley, Brown, Ridge, Brochelle, Edmeades, Chateau Montelena, Nickel & Nickel, Black Chicken, and so much more.

September 27- Great Tailgating Wines. Go Warriors! **10% off all presented wines** to all fans wearing any **UH Logo attire.**

Pau Hana Wine & Cheese Tasting EVERY 2nd & 3rd FRIDAY 4-8PM. Always complementary. And always fun.

September 12 - Spanish Tapas: Join us for a selection of the latest spanish wines from Jorge Ordenez along with some Spanish Tapas (pupus)

September 19 - A Pau Hana 5th year Anniversary Pre-Celebration. We will be featuring some of our favorite boutique wineries like Mi Sueno, Beckman and the latest release from Tandem Winery including Auction Block, from Pinot to Cabernet and Chardonnay, and maybe something from our cellar. Tasty Pupus will also be served.

SUNDAY SEMINAR

September 28th Food and Wine Pairing 101: The Basics. 3-4:30 PM Learn the secrets of creating

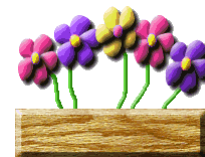
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Featured Event



Come and Vote
Saturday 9/6 1-5pm at
The Wine Stop
946-3707

Vote your favorite
beer into the Sam
Adams Brewmaster's
Collection



In store 5th year
Anniversary
Celebrations
Includes:

- Wine Wheel of Fortune
- Daily Raffle

great food and wine combinations and then taste the synergy of flavors for yourself.

Cost: \$35 Club discounts apply. Reservation & payment confirmation required.

OCTOBER 24th A CLUB MEMBER EXCLUSIVE 5th Year Anniversary Event: SAVE THIS DATE!

Look for your invitation in the mail. Please send us your updated info as soon as possible. We will also be calling to confirm your mailing address, because this is an event you don't want to miss.

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

Wine News

Thanks to your support over the years, this month we celebrate our 5th year Anniversary in business. To show our appreciation to you, our valued customers, we have scheduled some awesome events and tastings this month. Important dates to remember September 19th and September 20th. We figure it will take at least two days to celebrate our 5th year birthday.

As a special thank you, and to show our appreciation, most of the wines being tasted this month will be available for purchase at super discounted prices.

Also, we will be offering deep discounts for multiple case purchases to get you ready for your holiday parties and gift giving.

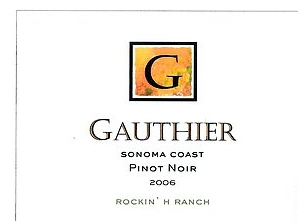
Our birthday month means presents for you. From September 15th through the month of October, come and **spin our Wine Wheel of Fortune**. Cool Wine Stop prizes and restaurant gift certificates. One spin per person per visit. You must be 21 or over to play.

We will also have **raffle** prizewinners **everyday** from September 19th to October 25th. Just come in and fill out an entry form for your chance to win. No purchase necessary. You must be 21 or over to play.

Liane's Corkey Trivia

- **Great Discounts on Tasted wines**
- **Deep multiple case discounts**
- **Club Member Exclusive Event**

Featured Specials



Greg Gauthier Winemaker
Sat. 9/13 1-5PM

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In honor of our fifth anniversary in business, we thought it might be interesting to share some trivia about The Wine Stop.

To start, we came up with our name only three weeks before we opened. Originally, we were going to name the store Ambrosia Merchants Inc. (Ambrosia, because it was the food of the gods). I had thought it would be a lovely concept to be selling the food of the gods (which some might argue wine truly is.) To my dismay, as we talked with friends and family about our wine store Ambrosia Merchants Inc., it seemed that people did not know what ambrosia was.

So Kim suggested that I write about my trivia in a newsletter rather than inject it into the name of our store. I was not keen on the idea initially, thinking all history was written in books, and that there was nothing new under the sun. But, then she suggested that I could focus on the history of alcohol, wine in particular, and that piqued my interest, so Liane's Corkey Trivia was born.

After golfing the Hawaii Kai course, we had dinner at Thai Valley Cuisine and started throwing out names for the store. We came up with some cool ones, but I loved the double entendre of The Wine Stop.

Our soft opening was on September 20, 2003. Our first sale was a 6 pack of Thomas Kemper Rootbeer. Our Grand Opening was on October 25, 2003.

In 2002, Kim and I went to France to study wine and terroir in the Bordeaux region in 2002. We almost missed our flight back to the states where Kim was scheduled to take her certified sommelier exam in Monterey. You never

saw Kim panic like she did when we almost missed our flight. Kim was certified as a sommelier before we opened the store in 2003. I became a certified sommelier in 2006. At present, we are the only wine store owned and operated by two certified sommeliers in the state.

The landscaping of the store was created by my brother-in-law Ted Young, and all the plants are from his farm on The Big Island, where we get our Lychee. Our Calendar of Events board above the beer cooler was supposed to be a chalk board. Though I wanted a white board, Kim overruled and ordered a chalk board. When they delivered and installed the white board, Kim rolled with it and resignedly said to me, "You got your way."

Our first wine and beer club member was Edmund Kellett. Edmund signed up at our grand opening, and he has been a stalwart supporter ever since.

Linda Kekuna Mitsunaga has the longest tenure at our store. She is actually my classmate from Kamehameha. She was a star tennis player, (number one in the state!) in high school. She is so sweet and helpful; she graciously offered to help out during the holidays in 2004, and we have not let her leave since.

Without an endless stream of help and support from our family and friends, The Wine Stop would only have been a dream. Now, because of all of our new friends and terrific customers, The Wine Stop continues to be a successful reality.

We love you all and are very grateful to have you in our lives. Thank you for a wonderful five years in business.

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