



The Wine Stop

A Beer and Beverage Boutique

The Wine Stop Newsletter

October 2008

Issue #57

Calendar of Events

Complementary Wine Tasting Every Saturday 1-5pm

October 4 - Oktoberfest: Beers and Brats

October 11 - Bold Blends: Reds and Whites: *10% off all presented wines to fans wearing any UH Logo attire.*

October 18 - Value Wines from Around the World

October 25- Spooky Wines and Beers and Tricks or Treats: *10% off all presented beverages to all fans wearing any UH Logo attire.*

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

October 10 - Flavors of Cherry. A food and wine experience, exploring cherry in wines and cheese...yummy!

October 17 - Wines of Paso Robles

SUNDAY SEMINAR

October 19th 3-4:30 PM

The Art of Blind Tasting 101

Demystify wine. Learn how to identify the characteristic flavor profiles of specific varietals. You will learn what the wine masters know and how they can identify wine without seeing the label. This class will make you the star at any brown bag event. This is a fun and interactive hands on class. Light pupus will be served.

Cost: \$25 Club discounts apply. Reservation & payment confirmation required.

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Spooky Wines from Around the World and Spooky Tricks or Treats

Saturday 10/25 1-5pm

10% off featured items to fans wearing any UH logo attire

The Art of Blind Tasting



**Sunday, October 19,
3-4:30PM \$25**

Featured Specials



OCTOBER 24th Friday from 7-9PM is our CLUB MEMBER EXCLUSIVE 5th Year Anniversary Event:

This is our way to give a special Mahalo to all our club members for their constant support. We will be closing 3 hours early just for you and serving great food and many allocated and limited wines. Look for your invitation in the mail which should arrive by October 10th.

It's not too late to join one of our wine or beer clubs and participate in our club member exclusive events this month.

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

Strong Arm Shiraz, Australia \$10.99

91 points Robert Parker's Wine Advocate: Opaque purple-colored, it has a nose of cedar, spice box, and blueberry. Fruit-driven, supple-textured, rich, and easygoing, the wine has remarkable class for its giveaway price.

Wall Cabernet Sauvignon, Napa \$ 14.99

Super value for Cabernet! Huge blackberry, plum and black currant flavors, with notes of tobacco and spice. Finishes with a rich black cherry finish and light, dusty tannins. Cabs with this much going on easily cost twice the price!

Wine News

Our Chappellet wine dinner at Stage in September was a blast. So as promised, we will host one more wine dinner before the holidays in early November featuring Jordan and J winery. The venue, date and details will be announced later, so keep an eye out for the specific details coming your way soon.

On October 31st, shop in costume and get 10% off all spooky wines, beers, and spirits. It will also be the last day we will be spinning our Wine Wheel of Fortune. So make sure to stop by before then to try your luck and win great prizes.

Liane's Corkey Trivia



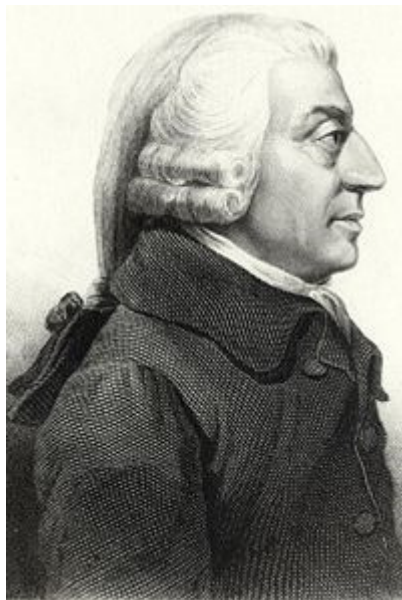
Arm Shiraz \$10.99

Strong



Wall Cab Sauv \$14.99

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Adam Smith is considered by many to be the "father of modern economics". In 1776, he published The Wealth of Nations which argued that in a free market, the individual acting in his own self interest was actually promoting the good of his community through a principle he called, "the invisible hand". If everyone focused on success and increasing their own personal wealth, then the collective wealth of the community would rise too. He argues that prices would be low in a free market. The personal

greed of buyers, wanting to spend the least amount possible, and sellers, trying to undercut competitors, would drive prices to their lowest sustainable level and thus also benefit the community. Some might say, in an eighteenth century kind of way, he was essentially saying, "Greed is Good".

In the years leading up to the publication of his book, he traveled through Great Brittan and France with his student the young Duke of Buccleuch. During his travels, he bumped into our very own Benjamin Franklin. What an interesting meeting that must have been. The absentminded professor from Scotland meets an American Renaissance man in France.

France was an interesting place at that time. The seeds of their revolution, which followed ours by only 12 years, were being sown. Throughout France, Smith not only enjoyed the fruits of intellectual discussion but also learned quite a bit about the production of wine.

"The vine is more affected by the difference of soils than any other fruit tree. From some it derives a flavour which no culture or management can equal. . . ."

He uses wine as an analogy to discuss protectionist policies both locally and internationally. He gives an example of how protectionist trade policies might nurture a Scottish wine industry.

"By means of glasses, hotbeds, and hotwalls, very good grapes can be raised in Scotland, and very good wine too can be made of them at about thirty times the expense for which at

least equally good can be bought from foreign countries. Would it be a reasonable law to prohibit the importation of all foreign wines, merely to encourage the making of claret and burgundy in Scotland?"

Thank goodness for the free market (with regards to wine at any rate) otherwise we might not be able to enjoy the terroir of either Bordeaux or Burgundy at a reasonable price.

Contrary to popular belief, Adam Smith did believe in government regulation of the banking industry.

"Such regulations may, no doubt, be considered as in some respects a violation of naturally liberty. But those exertions of the natural liberty of a few individuals, which might endanger the security of the whole society, are, and ought to be, restrained by the laws of all governments; of the most free, as well as the most despotical."

I suspect that Adam Smith believed that greed is good, but unbridled greed could be bad for a lot of people.

Come to think of it, October is here and the stock market sometimes does funny things in October. It was in

October that stocks crashed in 1929 precipitating the Great Depression.

They called it Black Tuesday and then Black Monday was October 19, 1987. Isn't today Wednesday?

There looks to be a full glass of wine sitting next to me, and I didn't pour it. It must have been that invisible hand at work again. Oh well, I think it's in my best interest to at least taste it. Cheers!



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