

Greeting Salutations and Slainte!

Welcome to the October 2010 Edition of the Murphy Beverage Company Newsletter!

Hopefully the weather will hold out and we'll have a rockin' **First Friday**. Fletcher from JW Sieg will be in for our tasting on **the 1st from 6p-9p**. We will feature Chris Donitiello Chard for \$21.59, Gilles Benoit Sauv Blanc for \$9.99, Ballast Stone Merlot for \$18.59 and Latitude Shiraz from Australia. All wines featured are 10% off during the tasting, our tastings are always free & open to the public. We'll see you Friday!

On **Friday Oct. 8th**, we return to the **Chop Stick Cafe**, at the corner of Kent & Piccadilly Streets for another Appetizer/Wine Pairing! It'll run from 7:30p-9p and feature live music. This time we will pair Virginia wines with Tom & Joys appetizers. We'll start off with Thibaut-Janisson's Virginia "Fizz" , Whitehall Viognier, Chrysalis Estate Bottled Norton, Lovington Cab Franc & we'll finish with Chateau O'Brian's Apple Wine. *Reservations are suggested by calling the Chop Stick cafe at 540-450-8691*. Wines will be offered at 5% to 15% discounts, to be picked up at Murphy Beverage on Oct. 15th. *You can always mix and match your order with friends for deeper discounts!* We had a blast last time & are planning a Port & Beaujolais Nouveau tasting the beginning of Dec as well. Details to follow.

On **Saturday Oct. 16th** we are honored to take part in a fund raiser for the Old Town Mall's very own Old Court House Civil War Museum. Funding has been cut for the museum and this event is part of an on-going effort to keep it's doors open. You'll get Shafers Bar-B-Q, Abita Beer (that's where we come in!), live music by the Hot Club of Millwood, there will be door prizes and a Relic Auction. The cost is \$25.00 and it's from 4p-7p at 521 Jefferson St. in Winchester. Tickets are available at the museum and you can call 542-1145. Good Time Good Cause!

Finally, for the month, we will be holding one of our **Mega-Tastings!** We haven't held one all year, so I'd say it's about time! We have invited in 3 distributors and it's going to be catered by Michelle Miller of Panache Catering. *You'll be able to sample up to 15 different wines on **Saturday October 23rd** and it runs from 1pm to 5pm.* The wines will be discounted 10% during the tasting and we'll extend our case discount to 15% & you can mix & match. Food! Friends! Vino! Mark your calendar!

Don't forget, October is Virginia Wine Month. Support your local farmers and economy. We have the largest selection of Virginia wines in the area.

Wine Tip of the Month: I am frequently asked about storing "special" bottles of wine. 3 things right off the bat, will ruin your wine; heat, light & temperature variation. If you're buying a bottle for future enjoyment, keep it away from heat sources (top of the fridge, laundry rooms, heat vents). Keep it out of direct sunlight and keep it where the temperature is as constant as possible. A basement's no good if the temperature varies 12 or more degrees seasonally. A best case scenario, is a closet in the center of the house, stored on it's side, and throw a blanket on top of it! Out of sight, out of mind.

Wine Quote of the Month: "Anyone who tries to make you believe that he knows all about wines is obviously a fake." – Leon Adams, The Commonsense Book of Wine

Have a stellar month!
Charlie Fish, Sommelier
Co-owner Murphy Beverage Co.

If you are receiving you have attended a function that was co-sponsored By Murphy Beverage. To be removed from our e-mail list, reply with remove in the subject line.