

# Greeting Salutations and Slainte!

Welcome to the dreary January 2010 Edition of the Murphy Beverage Company Newsletter!

We've made it through the holidays and winter is in full swing in all its drippy glory. Tomorrow, we hope to help you get through your doldrums with a **Lambic Tasting!** Lambic beers traditionally come from Belgium and are fermented with wild yeasts and bacteria that only comes from that specific area. We're featuring Lindemans framboise (raspberry), kriek (cherry), Pomme (apple) and peche (peach). We'll also let you sample a special concoction of the framboise with a double chocolate stout. **The tasting will run from 1p-4p tomorrow the 23rd.**

On **Monday the 25th**, we are going a few doors down to the **Winchester Book Gallery!** Andy and Jenn always host a movie night on Mondays and we are teaming up with them because they've decided to do a beer themed event. While I can't share with you what the movie is, it's a closely guarded secret, I can tell you Unibroue beers will be sampled. Be there at 7:45 pm sharp, because if you're late, Andy locks the doors. Call the Book Gallery for more info at (540) 667-3444. They are located at 185 N. Loudoun St. on the mall. The event is free and open to the public.

**First Friday February 5th**, Bill McKinney from Michael Downey Selections returns for a tasting. Since it's February, will have wines in that are perfect for Valentines Day. The tasting will run from 6pm-9pm

**Saturday the 13th**, for you last minute shoppers, we'll hold another Valentines tasting, this time with a new distributor for us, Williams Corner Wines from Charlottesville. It will run from 1pm-4pm. It's the perfect opportunity to pick up a gift (or an additional gift) of one of the wines we've selected!

*As a reminder, all of our tastings are free and open to the public and you always receive 10% off of the wines sampled during our tastings.*

## Next, we have big news!

**We are teaming up with The George Washington Hotel for a new event called "Beer & Buds".**

For sometime now, they have been hosting Working Women Wednesdays, and they have been relentlessly harassed to do something for the guys, and this is what they come up with. We, along with B.J. Sager will be there on the 25th of Feb., and in honor of George Washington's Birthday on the previous Monday, **we'll be sampling Virginia & regional beers!** Come out and try beers from Fordham, Star Hill, Dominion, Legends and Moutaineer Brewing Company. While it is an event for the guys, women are allowed and it'll run from 5pm-7pm. There will be giveaways and it will be a great opportunity for networking and to try new and seasonal offerings from the breweries. *We are also working on a beer dinner, to take place in the Dancing Goat at the Hotel!* More on that to follow.

Finally, **DELIVERY!!!** I believe we have all the kinks worked out and we are ready to bring wine and beer to your door. If you've tried to maneuver around town this past year, I know it's been quite a trial and the construction has finally hit Piccadilly Street. For the next several months you can expect disruptions up until Apple Blossom, and you can bet, the construction will be done by then, because nothing stops Apple Blossom. Then, in 2012, the mall gets torn up. The same thing that's being done to the streets is going to happen to the mall. There's nothing that can be done about it, so we just have to make the best of it and that's why we are going to deliver! The rules and regs are follows:

- 1) All deliveries must be paid for in advance
- 2) We will deliver no less than 6 bottles of wine or 1 case of beer
- 3) There is a 5.00 delivery charge
- 4) Someone of legal age, with a VALID LEGAL ID, must be present to accept and sign for the delivery, or the purchase comes back to the store and will not be re-delivered.
- 5) For now, deliveries are limited to Winchester city limits, this could expand
- 6) We will need a little leeway with timing. If you call and want something delivered "today", you may have to wait until closing time, as I may not have anyone scheduled to do it and will have to do it myself after we close. As much advance notice as possible is appreciated for scheduling purposes.

Wine tip of the month. I am always asked if it really matters what kind of glass you drink your wine from. The subject has best been addressed in the book I am currently reading, *The Billionaire's Vinegar* by Benjamin Wallace. In it Georg Riedel of the famous family of glassmakers, describes a wine glass as the "loud speaker" for the wine. It can enhance every aspect of the experience; the look, the color, the aroma, the taste. If you don't believe me, try this simple test; pour a glass of wine into an everyday drinking glass (i.e. juice glass) and then pour the wine into the appropriate stemware. Try them side by side and see for yourself.

Wine quote of the month: Bessie Braddock, a well-known socialist in England, attended a dinner party at which she was seated next to Winston Churchill who had had quite a bit to drink. She said to him, "Winston, you are drunk!" He replied, "Madame, I may be drunk, but you are ugly, and tomorrow I will be sober."

That's all for this month!  
Charlie Fish, Sommelier,  
Co-owner Murphy Beverage

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