



Table Mesa Shopping Center
Boulder, Colorado 80305

303-499-BEER (2337)

www.pettyjohns.com

November-December 2010

Le Beaujolais Nouveau est arrive !

Thursday, November 18th- only \$9.99

Every year, on the third Thursday of November, over a million cases of quick-fermented Gamay start their trek to Paris. The Nouveau, or *new wine* is shipped by planes and trains to all parts of the world. All hand-harvested, and quick-fermented, over 65 million bottles will be ready for the holiday festivities.

Served chilled in pitchers in bistros and cafes all over Paris, this wine signifies the beginning of the holiday season. The French refer to it as "gulping wine" because it is fun. This is light, fruity red wine without any bite from acids. Many describe Nouveau as "grapey", it's definitely perfect for a crowd on Thanksgiving day.

Look for the colorful Georges Duboeuf labels, this year they look inspired by Cirque de Soliel. So hurry in, put your beret on, and get "Nouveau-ed".



Pettyjohns Holiday Events

Saturday, November 20th – **Four Roses Bourbon Tasting** – Come to Pettyjohns from 5 to 7 PM and taste Four Roses Bourbon, meet our Four Roses Representative, and try our Chocolate Bourbon Truffles. Learn how Four Roses is made, and why we think it's the best Bourbon on the market. **FREE**

Tuesday, November 30th – **Our Holiday Party Wine Tasting** – At Carelli's from 6:30 to 8 PM. We'll start with sparkling wine and end up with dessert wine while enjoying Greg's yummy appetizers. Taste some of Ann's holiday selections, get ideas for your up-coming festivities, and get in the holiday spirit. Only \$25 per person, limited to 30 people. Call 303-499-BEER (2337) to reserve your seat. A credit card is required.

Saturday, December 11th – **Holiday and Winter Beer Tasting** – Start your Saturday night off with some new-found beer knowledge! Come to Pettyjohns from 2 to 4 PM and taste the new arrivals for the holiday and winter season. **FREE**

i will not drink bad wine.

CC 2007 Napa Valley Cabernet \$17.99

Boulder is a fantastic part of the world, that's why most of us live here. Just this year, we were bestowed the distinction of "The Foodiest Town in America" by Bon Appétit magazine. I think we are "the Wineyest" too. I've lost track of how many Master Sommeliers live here, but we can thank one local for this wine.

Richard Betts, MS lives in Boulder with his wife and daughter. Once the Beverage Director at The Little Nell in Aspen, he left to start wine label Betts & Scholl. His latest endeavor is cc: Cabernet, a wine that knocked my socks off!

The grapes for this Cabernet come from some of the highest-regarded, and priced vineyards in Napa. Richard won't disclose the where-abouts of these vineyards, only to mention they come from some patches along Highway 29 in Napa. He's a négociant: buying barrels of expensive wines that this economy can't afford, and at bargain-basement pricing. Then Richard does the blending, and **WOW!**

The cc: Cabernet has a dark garnet core, with aromas of black cherries, black tea, red flowers, and a hint of dust. The palate explodes with dark cherry fruit, spice, mocha, with balanced acid and fine grain tannins. The finish is lush and lingering. I guarantee you'll be wondering why this is so affordable.



Gifts for your Wine Geek on a Budget

Look like a rock star while staying in budget.

\$100 Case of Wine – Every month the selection changes, but you can run in and buy a pre-made case of red or white wine for \$100.

In-home Wine Tasting – Ann's created DVD's of the Tempting Tempranillo tasting and the Killer Cabs tasting, so even if your geek missed them, they can have Ann walk them through the varietal and discuss each wine at their leisure. Only \$9.99!

Aerating Funnels & Pourers – We're stocked full of Vinturi Aerators and pourers so you can enjoy aerated wine at home. Perfect for novice and geek alike!

Spiegelau Glassware – This is the glassware that most sommeliers prefer. It's durable (I put mine in the dishwasher), and balanced crystal from Germany. We carry Bordeaux, Burgundy, Sparkling Wine, and All-Occasion styles.

Wine of the Month Club Certificate – The recipient of this certificate can come to the store once a month and pick up a hand-selected bottle of wine especially for them. The bottle will come with a description, history, tasting notes, and food pairing ideas. You pick the amount you want to spend, how many months, and if you want, a theme.

Wine and Bar Accessories – You can never have enough of these. We carry a wide selection of cork screws, stoppers, shot glasses, flasks, wine savers and chillers, stirrers, picks, parasols; anything to stock the bar.

That Special Case – You'll be amazed at our selection, and when you assort a case of wine, any color or size, you get 15 % off, or the sale price; whichever is better.

Gift Bags – Of course we carry the standard mylar bag, but we also have bows, print bags for all occasions, two-bottle bags, and cloth bags.

That Special Bottle – Want to find that bottle you shared on your anniversary, or other special day? We're experts at tracking down a hard-to-find item. Give us a call, and some time, and we'll see if it can be found.

Our Newsletter – Sign up to receive our newsletter, we publish every two months. (we don't give your name to anyone) and you or your lover will know what were tasting, what's on sale, or what's going on in our industry. Best of all...it's **FREE**.

From the Owners: **Ann and Chris Coppinger**

Thank you for another year in Table Mesa! We are blessed to have been here for 41 years. Please enjoy our annual mailing. We send a holiday newsletter to our 80305 neighbors every year. The news and the coupons are our way of thanking our present customers, and a reason for new patrons to visit. You have the opportunity to receive five more newsletters in 2011 when you redeem the coupons. We welcome and appreciate your business!

This year marked Ben Kobi's 10th year as General Manager and Beer Buyer. His beer expertise has created our vast selection of quality local and international brews. Ratings from customers and sites like Beer Advocate are consistently giving Ben the praise he deserves. Our neighborhood is brew knowledgeable, and Ben's fervor is quite contagious.

Wine Assistant Steve Haddock is enjoying a following running the free, Friday night wine tastings. Earlier this year he was awarded the Intermediate Wine Certificate from the London-based Wine and Spirit Education Trust (WSET). While continuing his wine studies, Steve also assists with the monthly Carelli's tastings.

Ann's wine studies are also continuing. This summer she attended the Society of Wine Educators (SWE) annual conference. While learning from classes on the Medoc, Champagne, and New Zealand, she sat for the Certified Wine Educator Preview test. Ann plans to achieve that award in 2011. Presently she is studying Bordeaux from the Bordeaux L'Ecole Du Vin from WSET and will finish the certification before Thanksgiving. She is still a Diploma Candidate with WSET, a prerequisite for the Master of Wine program, a Certified Specialist of Wine (SWE), and a Certified Spanish and Andalusian Wine Educator. Ann was a contributing writer for Tasting Panel Magazine last year. Wine is truly her passion.

Last fall Chris achieved the Professional Certificate in Spirits from the WSET. This is a qualification that's recognized around the world as the highest spirits skill level in retail. He took his knowledge on the road this year with a fall trip to the Kentucky Bourbon Trail. Chris toured and learned from representatives at Makers Mark, Woodford Reserve, and Four Roses. Experience Chris' admiration for America's whiskey; don't miss our Four Roses Bourbon sampling Saturday, November 20th. You'll appreciate Chris' palate and the holiday pricing.

We stay dedicated to supporting our community with displays of wines that donate to local charities. We developed a private label for the Humane Society of Boulder Valley over a decade ago. This year we upgraded the label, upgraded the quality, and we were able to buy more quantity and lower the price. Now you can donate \$1 for every bottle while only spending \$8.99. The holiday gift that keeps giving!

We are looking forward to this holiday season, the beginning of our 42nd year of business, and seeing all of you soon.

Sparkling Wine 101

We build a "boat" of sparkling wines and Champagnes for your holiday enjoyment, but sweetness and styles can be very confusing. Here's some help with the terminology.

Sweetness

Extra Brut or Natural – Truly bone-dry

Brut – Merely dry

Extra Dry – We know it doesn't make sense, but sweeter than Brut

Demi Sec/Riche – Semi-sweet

Styles

Non-vintage – A blend of several years

Vintage – In Champagne, the base wine comes from a single year, in most other regions 85% from one year.

Rosé – Can be made by skin contact, or by adding red wine

Blanc de Blancs – From 100% white grapes

Blanc de Noirs – From 100% black grapes

Try this recipe at your next holiday gathering. It looks festive, tastes great, and cleanses the palate for the evening.

Christmas Champagne Punch

4- 750 ml. of sparkling wine 4- 1 ltr. Bottles of Cranberry juice
Ice 12- strawberries



Chop up the strawberries, put in the bowl, add ingredients, stir well. Before serving add 5 glasses of ice and stir again.

If you would like it sweeter add some strawberry juice or some simple syrup (melt sugar with equal amount of hot water). Makes about 50 servings.

Go to www.pettyjohns.com and sign up for our newsletter via email. Find out what we're up to, be first to hear about upcoming tastings, and see what we're pouring at our free, weekly, in-store wine tastings.

Port Cranberry Sauce

Forget the canned stuff, this is flavor-packed with allspice and port. This can be made 3 days ahead!

2- 12 oz. bags of cranberries 1 ¾ cup sugar
2- whole, cracked allspice 1- cinnamon stick
3- cups cold water 1- cup ruby port
3- ¼ oz. envelope unflavored gelatin oil for greasing the mold

Mix cranberries, sugar, allspice, cinnamon, 2 1/3 cup water, and ¾ cup port in a 6 quart sauce pot. Heat to boiling on high while stirring. Reduce heat to medium-low and simmer for 14 minutes until all of the cranberries pop.

Pour remaining 1/3 cup water in small bowl and sprinkle evenly with gelatin. Let stand until softened, about 10 minutes. Lightly grease a 6-cup decorative mold.

Pour cranberry mixture through a sieve into a large bowl. Press hard on the solids to extract all of the liquid. Stir in gelatin until dissolved, and then stir in remaining ¼ port.

Pour mixture into mold and refrigerate overnight, or up to 3 days. To un-mold, place plate on top of mold, and invert. Lift mold. If gelee sticks, dip mold in a large bowl of hot water for 5 seconds (careful to not get water in the mold) and invert. Makes 12 side-dish servings.



Ben's Brew News

November Spotlight- Left Hand December Spotlight- Avery

The Weather outside is frightful, but Pettyjohn's is so delightful. And we would be delighted to help you find the perfect gift for everyone on your list.



It's that time of year when we gather with co-workers, neighbors, friends, and family. The time when we eat, drink, and be merry. The time of the year when we spend all the money we saved up for the last 10 months. So, to help everyone's pocket books and purses, this November Pettyjohn's and our friend's at Left Hand Brewing are bringing you some of their best beers for \$6.93 a six pack. That is a \$1.50 savings after tax and includes their Sawtooth Ale, Jackman's Pale Ale, Polestar Pilsner, Haystack Wheat, and Blackjack Porter! And look for their better stuff to be on sale for \$8.78 a six pack. Milk Stout, 400LB Monkey, and Fade To Black will all save you a dollar a six pack after tax. So load up the table with all the fixins' and deck the halls and go ahead put another yule log on the fire! You can afford it all because you saved money shopping at Pettyjohn's.



Are you thirsty for more great gifts? Old St. Nick has nothing on Pettyjohn's, except for that sweet sleigh and those flying reindeer. But, we have Avery and lots of it! Six pack bottles will be on sale for \$7.40 including IPA, White Rascal, Ellie's Brown, Out of Bounds Stout, and Old Jubilation. We will also have some of Avery's newly canned beers for a discounted price the whole month of December. Since 1993 Avery has been committed to producing eccentric ales and lagers that defy styles or categories. Their products are thoroughly American at heart: blending Old World tradition and expertise with ingenuity, creativity, and boldness. And Pettyjohn's is happy to have them on our shelf and in our town, check out their tap room for some rare treats that don't make it to our shelves!

If you are feeling a little snowed in by the growing winter beer selection, Let us help shovel you out. Join us on Saturday, December 11th from 2-4pm. We will pour samples and walk you through this blizzard of holiday cheer.

Bold, new Colorado Wines

Colterris 2008 Grand Valley
Cabernet- \$19.79

Bookcliff Tempranillo- \$18.99

I discovered both of these wines this fall while doing research for our Tempting Tempranillo tasting and our Awesome Cabernets tasting. Neither wine was available for the tastings, but they are delicious, well-made wines. They are both from Colorado grapes, and worthy of attention.



The Colterris Cabernet was a discovery I made while visiting old friends at a trade tasting. Scott and Teresa High are members of "the dinosaur club", a name we gave a group of us wine geeks that sold wine in Colorado over 35 years ago. We still meet now and then. Scott and Teresa moved to Palisade, started High Country Orchards, and grow yummy peaches and cute kids. Talented wine geeks that they are, they planted Teresa's vineyard with Sonoma rootstock in 2001. The 2008 vintage was just released. Aged in French oak, and a limited production of only 1000 cases, this high-altitude quaff is highly concentrated, dense with rich black fruits, and nicely framed with tannins. Try handing this beauty to wary wine elitist. It will improve with some bottle age too.

A couple weeks ago John Garlich, civil engineer, winemaker and owner of Bookcliff Winery in Boulder brought me his 2009 Tempranillo to taste. I thought a Colorado Tempranillo made sense. Tempranillo is a hearty grape, thriving in uninhabitable regions of Spain. It was outstanding. Very spicy, medium weight, brimming with raspberries and black fruits, and perfect with tapas. I had to buy some, and you do too. Only a little over 100 cases were produced.



Pettyjohn's LIQUOR & WINE
Our Valued Neighbor Coupon
15% OFF Any Wine Puchase

Email _____
Name _____
Address _____
City _____
State/Zip _____
Phone _____

Do you want to receive our monthly newsletter? Address Email

Sale Items Excluded Expires January 1, 2011

Pettyjohn's LIQUOR & WINE
Our Valued Neighbor Coupon
10% OFF Any Puchase

Email _____
Name _____
Address _____
City _____
State/Zip _____
Phone _____

Do you want to receive our monthly newsletter? Address Email

Sale Items Excluded Expires January 1, 2011

Four Roses Bourbon Yellow Label 750ml. \$17.95



It's still a mystery why American Bourbon Straight Whiskey has taken a back seat to imports in it's own country. European and Asian connoisseurs have long-considered Bourbon a fair rival to single malt scotches. We predict this decade will see the "ascension of Bourbon" in the U.S. and Four Roses will be the catalyst.

Not all American whiskies are Bourbon. To be labeled Bourbon it must meet strict requirements to ensure a high level of quality. It must have 51% corn, be distilled less than 160 proof, aged in charred new oak barrels, to become "straight" Bourbon aging must be at least 2 years, the flavor or coloring can not be altered, and the spirit must be 125 proof or less when barreled. What can make differences between brands are the mixture of grains, barrel differences and the age at release.

In 1888, Paul Jones Jr. started the Four Roses brand. Located on the banks of the Salt River in Lawrenceburg, Kentucky, in Bourbon County where 95% of all Bourbons are produced. Four Roses was the top selling Bourbon in the U.S. for two decades starting in the 1930's. Hollywood was enamored with Four Roses, it was what the privileged drank, actors Humphrey Bogart and James Dean posed for advertisements.

In 1943, contender company, Seagram's purchased the brand and decided to halt sales in the U.S. and only distribute Four Roses to Europe and Asia. It became the number one seller in those markets, never to be seen again on our shelves.

The Kirin Brewing Company purchased the brand in 2002, and the rebirth began.

Four Roses creates small batches, single barrels, and premiums but they all have a smooth, mellow, unique taste. The limestone-rich waters of the Salt River, two mashes with 65% and 75% corn, and the blending of Master Distiller, Jim Rutledge as contributed to it's outstanding flavor. All bourbon distilleries use a multi-story storage facility. During the aging process, the barrels on the warmer top story contain more alcohol. Each story of the warehouse differs. Four Roses uses only one story, creating more consistency.

The Yellow Label, aged almost 6 years, has hints of pear and apple complimented with floral aromas and mix with a taste of honey and spice. This is the 2010 World Whisky Award Winner for Best Bourbon 7 years and under. An ideal gift for that special person or yourself; and be a part of a deserving revival.

Chocolate Bourbon Truffles

A perfect Holiday treat.

Come taste ours at our Four Roses Tasting

- 4.5 oz. of semi-sweet chocolate, broken in to pieces
- 2 tbsp bourbon
- 1/2 cup sifted powdered sugar
- unsweetened cocoa for dusting
- 3 tbsp. unsalted butter
- 1/2 cup ground almonds

Place chocolate in a heat-proof bowl and melt over a pan of simmering water. Don't allow bowl to touch water. Remove from heat , stir in bourbon and let cool. Beat in sugar, butter, and almonds until combined.



Shape mixture into 18 small balls and place on a sheet of parchment paper. Sift the cocoa powder on to a plate and roll the balls in the cocoa to coat. Shake off excess, and leave on parchment until set. Store in an airtight container, refrigerate. Makes 18.



PRSR STD
US POSTAGE
PAID
PERMIT NO. 1205
DENVER CO

www.pettyjohns.com
303-499-BEER (2337)
Boulder, Colorado 80305
613 South Broadway

Pettyjohns
LIQUOR & WINE