

# HOUSE OF WINE'S FALL - 2010 NEWSLETTER

## Dear Friends:

If you recall, last year about this time, I rolled over in bed; smiled at Astrid; with a bit of a smirk on my face & said should we do it again? She sighed, smiled and replied yes, it was fun. Well, same result so starting September 14 we're holding our Customer Appreciation week. Check this newsletter for details.

To celebrate Marlie's 1 year Anniversary with us, Astrid and I took her and Mio on a long-weekend trip to Long Beach in Washington. It is the longest beach in the world and when you drive on it you feel you can cruise forever. Marlie was the only one brave enough to go in the water. Water was darn cold. But, you can make a bonfire on the beach, drink wine & have a great time. It was a great outing and for you history buffs there is a Lewis & Clark Interpretation Center in Cape Disappointment Park. The park is located across the Columbian River from Astoria, Oregon. I even saw a Californian Condor for the first time in my life. A most memorable experience.

Josh graduated from Grade 12. Wow!! Can't believe he's grown up so quickly. His friends took a limousine to the Bayshore for the Dance all dressed up in tuxedos and gowns. Being a caring father, I wanted to impart some wisdom to him, so just before the limo drove off I leaned in the window and whispered in his ear "Don't forget, pregnancy is forever". He said he couldn't get that thought out of his head all night, so I guess I did my job well.

## Cheers Felix

### Felix's Best Picks

The HoW Frog says why is Felix offering a discount on our two best selling White & Red wines. We know people will buy it anyway, but that's the kind of guy he is, just too generous.

## Cellar Classic 6 Week Wines

### Italian Pinot Grigio

This crisp & flavourful White wine has delicate floral notes with tropical fruit aromas & hints of green apple, melon. Soft & fruity, yet assertive and dry.

OAK: 0 BODY: 3 SWEETNESS: 0

### Rosso Grande

This intense Red wine boasts a deep ruby-garnet colour & spicy oak aroma. Bursting with vibrant flavours of ripe berries & black cherries, it is a dry, powerful wine with finesse & elegance.

OAK: 3 BODY: 5 SWEETNESS: 0

**Regular \$159 for only \$ 144 per batch\***

(Equals \$4.80 per bottle)

(\* Due to this special price offering, coupons or other discounts do not apply to this limited offer.)

### To order any wines in this newsletter:

Telephone your order to:

Cloverdale @ 604-574-2343

or Scottsdale @ 604-596-3535

We will let you know when your selection is ready to be made.

All Wines offered in this Newsletter are available at the prices shown for the Month of  
September

### **"Pan-Seared Filet Mignon Steak"**

(From Felix's Recipe Box)

#### **INGREDIENTS:**

2 4 to 6 oz 1 inch thick Filet Mignon steaks  
4 Tbsp Olive Oil  
½ cup Shiraz Zinfandel Red Wine  
2 Tbsp Butter

#### **DIRECTIONS:**

**Bring** steaks to room temperature just before cooking. **Coat** steaks lightly with some of the olive oil. **Heat** 2 tablespoons olive oil over medium-high heat in a heavy frying pan (cast iron). **Sear** steaks for approximately 5/ 6 minutes per side, moving them a little so they don't stick to the pan,. **Cook** to your desired doneness. Rare 120 F - Med. Rare 125 F - Medium 130 F. **Remove** from pan when they are crusty-charred & done to your liking. **Cover** loosely with aluminum foil & let rest 5 to 10 minutes.

**Add** Wine to pan & bring to boil. **Scrape** pieces of steak off pan and stir into sauce. **Boil** until reduced to about a 1/3 cup. **Remove** pan from heat. **Add** butter & mix it in. **Place** steaks on a plate. **Pour** any juice left into the pan & mix it in. **Pour** sauce over the steaks just before serving.

## **CUSTOMER APPRECIATION WINE**

### **KenRidge 8 Week Showcase Wines**

#### **"Central Valley, California Shiraz Zinfandel"**

This smooth, rich Red wine reveals big ripe fruit-forward flavours of blackberry, brambleberry, dark plum & black cherry, perfectly accented by a touch of spice..

*OAK: 1 SWEETNESS: 0*

#### **"Mosel Germany Muller-Thurgau"**

This aromatic White has fruity flavours of peach, apple & pear and a touch of floral, along with an off-dry, soft, smooth mouth feel. Drinkable when young.

*OAK: 0 SWEETNESS: 1*

**Regular \$ 189 - Only \$ 169 per batch\***

(Equals \$5.63 per bottle)

**And a Free Jute Bag Wine Carrier with each batch**

(\* Due to this special price offering, coupons or other discounts do not apply to this limited offer.)

**\*\* Felix answers the most asked \*\***

**questions about making wine**

QUESTION: *How come you don't have Sampler Packs of different wines so I can see which ones I would prefer to make?*

As the Good Book says, "Ask and you shall receive". Hope the following Cheeky Monkey special offering is the answer you're looking for.

## **Cheeky Monkey Sampler Pack**

The Sampler Pack consists of 12 bottles of wine (2 each of the Wines shown) .

Bottles, labels & Shrink Wraps are included and it is packed in a Glorious Cardboard Carrier.

Or as some people prefer to call it a plain Cardboard Box.

## The Whites

### **Pinot Gris (Washington State)**

OAK: 0 BODY: 3 SWEETNESS: 0

### **Unoaked Chardonnay (Australian)**

OAK: 0 BODY: 3 SWEETNESS: 0

## The Reds

### **Malbec (Chilean)**

OAK: 2 BODY: 5 SWEETNESS: 0

### **Pinot Noir (Chilean)**

OAK: 2 BODY: 4 SWEETNESS: 0

### **Shiraz (Australian)**

OAK: 2 BODY: 4 SWEETNESS: 0

### **Valpolicella (Italian)**

OAK: 2 BODY: 5 SWEETNESS: 0

## **Only \$79.95 per Sample Pack \***

(\* Due to this special price offering, Spin the Wheel, coupons or other discounts do not apply to this offer.)

## **EMBED MicrosoftWorks.WkShbSrv.6 Table Wines**

## **EMBED MicrosoftWorks.WkShbSrv.6**

**Throw on that heavy jacket and enjoy these Chilean Wines.**

**(Ed's Note:** Felix tells me it is a location and not a weather condition, so forget the jacket. Just enjoy the wine and, at this price, order early as they could sell out quickly.)

### Chilean Sauvignon Blanc

**Pale straw in colour, this full-bodied dry White wine is a Chilean classic. Intense aromas of honeydew melon and pears entice the nose while zesty flavours of grapefruit and herbs grace the palate.**

OAK: 0 BODY: 3 SWEETNESS: 0

### Chilean Cabernet Merlot

**This full-bodied dry Red wine has a robust bouquet of warm, dark fruit and tobacco that leads to elevated aromas of ripe black currants and cherries. Layers of coffee and dark plum notes unfold to reveal a big-hearted wine blessed with excellent length of flavours and supple tannins.**

OAK: 4 BODY: 4 SWEETNESS: 0

## **Only \$ 118 per batch \***

(Equals \$3.93 per bottle)

(\* Due to this special price offering, Spin the Wheel, coupons or other discounts do not apply to this offer.)

**Available while quantities last.**

### **\*\* Felix's Guarantee of Quality \*\***

**100 % Satisfaction that the wine  
you select *meets your specific taste buds*  
or your wine is replaced.**

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**CUSTOMER APPRECIATION WEEK**

**SEPTEMBER 14 to 18**

**Join us for the special pricing offered to thank you for your loyal support.**

## **Spin the Wheel**

For savings of \$15 to \$40 off of any regular priced wine batch ordered.  
Feeling lucky? Then all you need to do is  
pay regular price & not sale price and spin the wheel.

**&**

**For each wine batch ordered**

Get an extra chance at the prize draws  
*(Coupons or other discounts are not valid during this week.)*

Complete the 'Loyal Customer Draw' form on this page and drop it off in the store & get a chance to win  
***A mix of the Wines showcased in this Newsletter including bottles, labels, shrink wraps & a wooden carrier***

*First Prize: A 15 Bottle Crate full of Wine*

*Second Prize: A 10 Bottle Crate full of Wine*

*Third Prize: A 6 Bottle Crate full of Wine*

Please drop in during the week and bring along a friend or two who may also take advantage  
of this great opportunity to save.

**Winners of the draws will be notified by email or telephone.**

Cut out your draw ticket and drop it off in the store.

## **LOYAL CUSTOMER DRAW**

**House of Wines**

**2010 Fall Customer Appreciation Thank you**

**(Winners will be notified by email or telephone.)**

Name: .....  
(PLEASE PRINT)

Day Phone Number: .....

Email address: .....

