

The Cellar Club Inc

www.cellarclub.co.nz

Established in 1980

JUNE 2012

Glancing Forward to Future Events

Wednesday, 18 July 2012

Mid Year Dinner,
Weltec Catering
School, Petone

Wednesday, 8 August 2012

Mission Estate
Winery

Wednesday, 12 September 2012

Varietal tasting
hosted by Richard
Gooch.

Wednesday, 10 October 2012

Bannock Brae,
Central Otago

Wednesday, 14 November 2012

Bubbles night with
John (Mac)
Macpherson from
Advintage to host

Wednesday, 12 December 2012

Christmas Dinner,
venue to be
arranged

In addition...

There's a members' prize draw at each meeting - you must be present to win, and it must be won each meeting.

Next Event June 2012

**Wednesday 13 June, 7.45 for 8 pm
Johnsonville Community Centre Hall, 3 Frankmoore Avenue, Johnsonville**

Members: \$10, Guests: \$10

Presenter: Greg Forward, Regional Manager



For the evening Greg will be accompanied by Mitch Howard - Business Development Manager based in HB, and Melissa Carr - Business Development Manager based in Wgtn. We are hoping for a great turnout. Greg is only back in NZ for a day after six weeks in Europe so we very much appreciate his effort in presenting to the Club. We hope that members will respond by placing orders with Yealands, who we understand will be offering good discounted prices.

The wines to be presented include:

Peter Yealands Violet Sparkling Sauvignon Blanc (quaffer)
Peter Yealands Pinot Gris 2011
Yealands Estate Gruner Veltliner 2011
Peter Yealands Sauvignon Blanc 2011
Peter Yealands Pinot Noir 2010
Peter Yealands Merlot 2011
Yealands Estate Tempranillo 2010

For those interested the Peter Yealands story has now become available in print.



With a career spanning 50 years, and across multiple industries, Peter Yealands could be described as one of New Zealand's most successful entrepreneurs. The story of his life and business endeavours has been captured in a new book. **A bloke for all seasons:** The Peter Yealands Story is written by first-time Marlborough author Tom Percy.

N.B. Save your wine bottle screw caps and bring them to the monthly meetings. Anne will willingly take them off you.

Members' Discounts

Show your Cellar Club membership card for discounts:

Wineseeker
86-96 Victoria St,
Wellington
10% discount

Yangtze Chinese Restaurant
162 Willis Street,
Wellington
10% discount

SuperLiquor Johnsonville
'Staff discount' on anything not already on special

The Cellar Room - Johnsonville and Karori
10-20% on items not already reduced

Bladen Wines, Marlborough
10% discount on cellar door sales

Haythornthwaite Wines, Martinborough
10% discount on cellar door sales

From the Editor

Membership Drive - Members should note that the committee have decided it is appropriate to have a little membership drive, and are considering ways to attract new members. We believe that it would be useful to have 10 or so new members to increase options for attendance at presentations and other club events. Options to encourage guests and new members include rewarding members for bringing a guest, doing a discount or having a voucher in the newsletter, or quoting the website address as a reason for attending a meeting at the membership price.

We intend to build a Membership Campaign 2012 page on the website in the near future. We would appreciate it if Members could keep this in mind and take any opportunities to interest friends or acquaintances who might enjoy sampling good wines.

Meeting Prices - You might recall that in "From the Editor" in the April Newsletter I discussed issues around meeting prices and warned members that they should not judge the quality of wines to be presented by the door pricing used. You will note that the pricing this month is low and that we have decided to admit visitors at the member price. The reason is twofold; once again we have a generous presenter who will not be charging for the wines provided at the tasting, and secondly as mentioned above, we hope that lower visitor prices may attract people to come along and have a look at how we operate.

Use of Membership Fees - Our Treasurer is often asked why we have a subscription when we pay a door price for each meeting. He has prepared a response to this question which is included in this newsletter in the "In the news" column.

Hawkes Bay Wine activities - The Hawkes Bay Winegrowers Assn has advised us of a couple of important upcoming events. This weekend is the Hawkes Bay Charity Wine Auction. Attached to the newsletter is the list of items to be auctioned, some really great stuff, and details for registering online. Not much notice I know, but if you are interested have a look. The second event is Hot Red Hawkes Bay. This is a tasting on 12 June at Chaffers Dock and includes wines from 21 of the top names in Hawkes Bay Wine. The attached flyer sets out the detail.

Cheers

Robin Semmens, Editor

Looking Forward

July 2012 - Mid Year Dinner
Bistro 107 Training Restaurant

Bistro 107 showcases the training that is offered at the Weltec Centre for Hospitality and Tourism Professionals.

Quote for the Month

"Compromises are for relationships, not wine."

Sir Robert Scott Caywood

Electronic Newsletter Available

If you prefer to be emailed this newsletter, send a quick email to: waynek@paradise.net.nz

Club Information

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This dinner is an innovative experience for the club. The school is a non-profit organisation and the dinner is part of supporting the catering school and will help in the student's learning and training. From Bistro 107, students gain real work experience working in WelTec's training kitchen alongside experienced tutors and front of house staff.

The school is working hard to present a menu that takes account of our interest in wine and they have made some suggestions for wine matches alongside their proposed menu. More detail to follow next month.

Glancing Back May 2012



Cellar Club Inc. AGM

A highlight of the AGM, and with great pleasure, the meeting recognised Derek Thompson's *"leadership of the Cellar Club as President, his service on Committee for 8 years, as well as his service as Cellar Master since 1995 and his ongoing support and involvement in the club since 1991"* by bestowing on Derek a life membership to the Cellar Club Inc.

The Election of Officers and Committee for the year 2012/13 saw the 2011/12 committee returned. One additional committee member has joined the fold and Gayl Gaukrodger has now been welcomed onto the committee and has attended her first committee meeting.

At the conclusion of the AGM the usual light supper was served along with some wine from our cellar.

Have you heard

Paddy and Liam each acquired a pig. They pondered for some time on how they might tell which pig belonged to whom. At length Paddy said "I will cut of an ear from my pig." Liam agreed and the deed was done.

Things went along happily for a time until one day Liam burst into the house. "Paddy" he said "your pig has bitten off my pigs ear, how will we tell them apart now?" "Look" says Paddy " I will cut off the other ear and we will know that my pig has both ears cut off"

This was agreed and things went along well for another period of time until Liam again burst into the house. "Paddy" he yelled "Your pig has bitten off my pigs other ear. Now we have two pigs with no ears, how will we tell them apart?" Paddy thought about this then said "OK, I will cut off the tail of my pig then we will know that the pig with no ears and tail is mine."

This was agreed and again things went along smoothly for a while

Club Website:
www.cellarclub.co.nz

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until Liam burst into the house "Paddy" he yelled "Your pig has bitten off my pigs tail and now we have two pigs with no ears and no tail, How will we tell them apart?"

Paddy was exasperated "For goodness sake" he said "Why don't you have the white one and I'll have the black one."

In the News

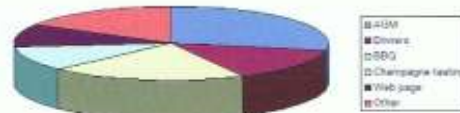
Membership fees

I am often asked why do we need a membership fee when we pay a door price for each meeting?

The simple answer is that like any organisation, we have overheads that are not included in our door price. These costs include our web site, providing tasting glasses for guests, replacing the spittoons and printing costs and numerous small items that eat away at any surplus we may have,

But of greater importance are the special events that we subsidise to varying degrees. The AGM alone costs in excess of \$450 to run. The BBQ, the two dinners and the bubbles evening are other events to benefit significantly from the payment of your membership fee.

Use of your membership fee:



Lastly we use your membership as a sort of safety net to smooth out our cash flow from our monthly tastings. Our aim is always to try and break even for each tasting. But this is not an exact science as attendances are influenced by a number of factors that we have no control over. Competing events, weather, interest in the type of tasting, cost and people's forgetfulness are just some of the things that can impact whether we cover our costs for a tasting or not.

Sometimes we will have a tasting where the presenter may decide not to charge us at all. These occasions provide your committee with windfall profits that we then plough back into future meetings, along with any left over membership fees, by reducing the door costs. That is why you should never judge the quality of a tasting by the door price. It may be lower than normal simply because we have a higher than expected budget surplus.

So I hope this helps explain how we use your \$25 membership fee each year. If you have a specific query then please don't hesitate to ask me.

Wayne Kennedy, Treasurer