



The Cellar Club Inc

Established in 1980

Newsletter - February 2016

**Next Event: Artisan Winegrowers of Central Otago.
Wednesday 10 February 2016, 7.45pm for 8.00pm start.
Johnsonville Community Centre Hall, 3 Frankmoore Avenue,
Johnsonville**

**Members: \$12 Guests: \$16.
Presenter: Roberta Manell Montero, Errero**



The Artisan Winegrowers of Central Otago (AWCO) is a modest group of like-minded friends who share a common interest and devotion to small batch, high quality viticulture and winemaking that speak of a place and a person. It's as much a story about the land, the aspect, the soil, the geology and the climate as it is the personality of the grower, their statutes, the decisions they make and the little part of them that finds a home in every bottle of wine. These are one-man-bands; individuals or couples who you will find in the vineyard each morning, at the winery during the afternoon and fussing over paperwork and sales of an evening. The crossover between passion and obsession is a fine line; a tightrope that each member playfully strides passionately along.

The Artisan Winegrowers of Central Otago comprises:

- Ellero (John and Roberta Montero)
- Georgetown Vineyard (Ian Dee)
- Lindis River (Holger Reinecke)
- Lowburn Ferry (Jean and Roger Gibson)
- Maori Point (John Harris and Marilyn Duxson)
- TOSQ (Carl and Sue Thompson)

We will be tasting up to 10 wines but will reduce the quantity of each pour to take account. This should be an opportunity to explore a unique outlook on wine production. Come along and enjoy the night.



From the Editor

2016 – Here we go again, launching into 2016 with an interesting and slightly unique tasting. The philosophy of AWCO is covered above. The wines will include Rosé, Riesling and Pinot Gris with a mix of Pinot Noir from the different producers. Should be a great night.

We are going to Argentina in March and Pegasus Bay in April leading up to the AGM in May. There are also some interesting tastings in prospect for later in the year.

Another year, another wine (or two).

Cheers

Robin Semmens, Editor

Looking Back - January 2016 - Cellar Club BBQ

The usual start to our year with the BBQ at Derek Thompson's. A beautiful day and a good turnout of members plus a few visitors. As ever we must thank Derek for his hospitality and generosity. This is a great place to have a BBQ and we are very fortunate that Derek makes it available. He even opened his magnum of Gladstone Pinot Noir (won during the Gladstone tasting). A lovely drink for a sunny afternoon.

Looking Forward - March 2016 - South2South - Wines of Argentina.



We want kiwis to fall in love with our wines, to choose an Argentine Malbec to match with their classic Kiwi BBQ, because really, Kiwis love meat just as much as Argentinians do. Or choose a refreshing Torrontés to wash down a plate of fresh scallops or a favourite seafood dish that most kiwis tend to pull out of their cooking repertoire on a weekly basis.

Chris Emmett and Josefina Telleria are the team from South2South. They want kiwis to fall in love with their wines, to choose an Argentine Malbec to match with their classic Kiwi BBQ, because really, Kiwis love meat just as much as Argentinians do. Or choose a refreshing Torrontés to wash down a plate of fresh scallops or a favourite seafood dish.

This will be another excellent tasting, don't miss it.

General Information

Screwcaps - Anne collects screwcaps at meetings. As mentioned she gives them to the Lions organised Kidney Kids Support Group. No food lids or beer tops please.

Drinking and Driving - Members will be aware that the drink/drive limits have now been lowered. We ask members to always be conscious of the new limits and to take care when attending Club events.

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

Have you Heard

"Age is just a number. It's totally irrelevant unless, of course, you happen to be a bottle of wine."

— Joan Collins

and Wayne liked this.



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In the News – Kiwi Wine to be served to the rich and famous at Screen Actors Guild Awards.

(Chloe Winter -Stuff – 23 January 2016)



Hollywood's finest will be enjoying a drop of Kiwi wine at this year's prestigious Screen Actors Guild Awards. Treasury Wine Estates' New Zealand brand, Matua, and Australian brand, Beringer, will be served to the rich and famous at the event - now in its 22nd year. Beringer's 2013 Knights Valley Cabernet Sauvignon and 2014 Napa Valley Chardonnay will be on offer during the awards ceremony, while Matua's 2014 Marlborough Sauvignon Blanc and 2014 Marlborough Pinot Noir will be served at the party afterwards.

About 1200 bottles of wine would be on-hand for celebrities to indulge in.

Treasury Wine Estates spokeswoman Megghen Driscoll said guests would drink about 100 cases of wine throughout the evening. "That's approximately 6000 glasses of wine." This is the company's third year serving wine at the awards show, Driscoll said. "We were initially approached because the organiser wanted well respected wines that were nationally distributed - both Beringer and Matua fit that bill perfectly."

Two wine bars would serve only Beringer, and several full-service bars would pour Matua along with other beverages, she said. When asked whether the celebrities enjoyed their wine, Driscoll said: "Well, they go through 100 cases of premium wine in one night, so one would have to assume they enjoy it..."

"We don't want to name-drop, but I can say that that several celebrities ask for Beringer and Matua by name now, so we've certainly created awareness amongst this highly influential group of tastemakers." With big names like Leonardo Dicaprio, Cate Blanchett, Helen Mirren, Johnny Depp, Kate Winslet and Rachel McAdams in attendance, brand exposure makes for great business.

"This truly is a win-win partnership. "In addition to awareness and trial, we very much consider this to be a brand building activity which is always tough to score," she said. "However, we do leverage SAG content [through] our social media channels and see it as a great opportunity to build brand awareness amongst an influential group of people and create buzz in the market."

A few US-based Treasury Wine Estate's staff get the honour of pouring the wine and educating the stars on the wines, she said.

Club Contacts

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Coming Events

Wednesday 10 February 2016

Artisan Winegrowers of Central Otago.

Wednesday 9 March 2016

South2South – Wines of Argentina

Wednesday 13 April 2016

Pegasus Bay

Wednesday 11 May 2016

AGM

Wednesday 8 June 2016

TBA

Wednesday 13 July 2016

Mid-Year Dinner

