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What's new in the Grapevine this week?

- **Pop up tasting at Food Studio June 28**
- **Father's Day this Sunday**
- **The best is the cheapest**
- **Pourers needed for Museum Wine Classic**

New Product, New Look



This week, the Wine Gallery is undergoing a minor facelift. We are re-doing the front bay where the gourmet foods and chilled wines are currently located. That bay will now have a tile floor to accommodate a new line we are VERY excited about.

In the past, we have struggled as a small retailer to find consistent gourmet suppliers and product lines. When we were casting around for high quality products and good suppliers we asked Brie Thompson at Olivelle here in Bozeman how she did so well with her product lines. Well, one thing led to another, and we landed on the Olivelle line itself as the one that made the most sense. Olivelle is local, the products are the highest quality, the packaging looks great, and we get great support. Not only that, they have a huge catalog of recipes so I will never run out for the Wine Club recipe of the month.

It seemed a good fit for the Wine Gallery because flavored olive oil and balsamic vinegar are sold the same way as wine. There are flavor profiles, complements and contrasts, and the actual terroir of the crop to consider. The real eye opener for me was tasting my store bought olive oil against the “plain” olive oil from Olivelle. The “store bought” seemed stale and bland; the Olivelle was fresh, flavorful and delicious. We were so taken with the flavor and quality, we offer the opportunity for you taste our fresh offerings any time you are in the store. (I wish we could do the same with wine!)

Our oils are sealed from oxygen so they are always fresh. Each bottle is poured while you watch. The bottles themselves can be re-used so you won't pay for another glass bottle if you return your used one. We will also offer the same pricing as the Olivelle store on 19th and our source is the same Olivelle plant just north of Bozeman.

As an added bonus, we have a table with our “old” gourmet items marked down 50% to make room for our new look.

Come on in and check it out!

The best is always the cheapest

Last week we filmed a new TV ad and the first words of copy had to do with wine being fun and not intimidating. Before I owned the Wine Gallery, I would stand in front of the “wall of wine” in a grocery store not knowing where to start. I felt like I had to be like a certain British 007 spy who can tell you the label and vintage of anything ever bottled. However, like for most folks, that just isn't realistic. There are over 1500 labels at the Wine Gallery alone and another 50,000 available in the Montana market. We have labels written in Japanese, French, German, Hebrew, Spanish, Italian, Georgian and Portuguese and that by itself can be intimidating and

confusing. There are over 100 grape varietals represented in our store and only the bravest of customers attempt to pronounce all of them.

Back when I was a wide-eyed consumer, I couldn't hazard a guess on what would taste good with Blaufrankisch or what to serve with Muller-Thurgau. If you don't have an idea either you can just relax. You don't come to the Wine Gallery to impress us; it's the other way around. It is our job to know all the different wines. It is our job to know the labels, the food pairings, the ratings and the taste profiles. Those resources are unmatched at any grocery or drug store in town.

Wonderful wines are available at every price point and we are here to make sure you spend your hard earned money on something better than a guess. I mean, how do you know what furry critter on the label means for what is inside the bottle? We can make good suggestions for your requirements for burgers on the grill to what to serve when your daughter the princess gets married.

I think it was Benjamin Franklin who observed that "the best is always the cheapest". Part of being the best wine store is knowing what YOU like and matching your wants and needs to the best wine available. Developing a relationship with the Wine Gallery and our staff will put the fun back in wine shopping and take intimidation out of the picture. Service is what we sell; wine is just the vehicle.

Father's Day this Sunday

Father's Day is Sunday and if you are going to do something extra special for your Dad, we can help.

We aren't called The Wine Gallery for nothing. With over 1600 wines in stock, we can certainly find something to toast Father.

If Dad has as many bottles in the cellar as he needs, well there are always wine gadgets like our (made in Montana) wine openers with Dad-ly inlaid icons of Montana animals like bison, bears, elk, moose and fish. You might want to pick the one with a golfer on it or the one with a dry fly to fit your particular Father's particulars.

We can also put together a manly gift basket with meats, cheeses, crackers and wine. Just call us with your preferences and we can put it together in time for Father's Day.

Just in time for Father's Day is our new product section of Olivelle goods. If Dad likes to grill, get him some of our fantastic rubs or sauces. I for one love the flavor of a steak marinated in the Caramelized Garlic olive

oil. The high flash point and the quality of the olive oil make it perfect for grilling. No smoke and no sticking; just great flavor!!

If you are still stumped but know the perfect gift is at the Wine Gallery, you can let Dad pick out the perfect gift with a gift certificate. He will be able to pick out whatever he wants and you won't have to worry if you got the right vintage.

Father's Day is Sunday so don't dilly-dally!

Pourers needed for Museum of the Rockies Wine Classic

If you haven't called for tickets to this year's Museum of the Rockies Wine and Culinary Classic, you'd better move it up the priority list; well over two thirds of the seats have been sold already. This is Montana's premier wine event and will feature Master Sommelier Bobby Stucky as Master of Ceremonies and featured vintner. There will be close to 80 premium wines to sample while noshing on hors d'oeuvres prepared by Bozeman's best chefs and caterers. Live and silent auction items look fantastic and will certainly add great fun to the evening.

Through the generosity of our community in ticket sales, sponsorships, and auctions at the events, MOR raises integral annual operating funds, allowing them to continue world-class exhibits, programs, children's activities, educational outreach, as well as conduct scientific research.

We still need a few people to volunteer to pour wine at the event. We will give you the pouring lessons, some facts about your wine and a few words of wine patter to help you along. Please contact me at 586-8828 if you would like to participate as a pourer.

If you are interested in attending, donating, or sponsoring this event, please contact us at 406.994.1998 or events@montana.edu