

WINE BUZZ

'WINE FOLLY' POSTERS MAKE COMPLEX TOPICS SIMPLE & ATTRACTIVE

Once upon a time, framed maps of European wine regions were considered a sign that a retailer was serious about "fine wine." In today's market, geography still matters, but topics such as wine types/styles and food affinities—have become more relevant to the customer shopping experience. **Wine Folly**, a Seattle-based blog, has developed a series of colorful "infographic" posters that make some of wine's most complex concepts amazingly elementary. Suitable for framing, the posters make attractive educational additions to a wine shop's walls—and with wholesale pricing available, you can sell them, too. Priced from \$15.95 SRP; wholesale minimum order \$300. winefolly.com



NEW CALI BLENDS STAND OUT FROM THE CROWD

The proliferation of kitchen-sink blends has become dizzying, with the bulk clumped in the \$10-\$12 range. **Brassfield Estate**, perched in the little-known High Valley AVA of Lake County, is making a case that the "splendid blended" bar can and should be raised. Brassfield's "Eruption"—whose name aptly evokes its volcanic soils—is a mix of Syrah, Mourvèdre, Malbec, Petite Sirah, Tempranillo, Zinfandel and Grenache. Ripe but not just jammy, supported by judicious oak and tannins, it retails for \$20 but has more intensity and flavor interest than many single-grape peers as well as pricier blends. The \$15 white "Serenity" (Pinot Grigio, Sauvignon Blanc, Gewürztraminer) is also a winner, with plush texture and fruity-floral character. brassfieldestate.com



DRINK PINK TO SUPPORT CANCER RESEARCH
Liquid Geography, the newest rosé from Spanish wine importer **Olé Imports**, illustrates the perfumed, delicate side of Monastrell. "Location in wine matters," says Olé co-founder Patrick Mata. "Oftentimes, people associate the flavors of a grape to be always the same. When grown in the higher elevations of southeastern Spain, Monastrell grapes produce floral, uplifted and very elegant wines." All proceeds raised from the limited first release will be donated to the T.J. Martell Foundation, a national non-profit dedicated to raising funds for cancer research. SRP \$12. mgracias.com

VINKARA TAPS NEW WINES FROM ANCIENT SOILS

Like many ancient wine regions that have been rediscovered (think Greece, Israel, parts of Spain), Turkey is just embarking on a major quality revolution. One of the leaders of this pack, **Vinkara**, has just hit American shores. As is almost always the case, indigenous grapes make the most interesting wines here, and Vinkara focuses on Narince, a beautifully aromatic white variety that shows tropical fruit flavors and terrific acidity; and Kalecik Karasi, a cherry-rich red grape that is Pinot Noir-like in its delicacy and spicy earth profile. Both retail for \$15, with reserves at \$25. Founded in 2003 by Ardic Gürsel, Vinkara uses 100% hand-picked estate fruit. Imported by Fine Terroir Selections, the wines are currently in CT, NJ and NY. vinkara.com

