



Experience Wine

Helping People Explore the World of Wine

February 10th, 2007

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What People are Saying about classes from Experience Wine:

"Fantastic! A lot of fun and informative too!"

-- Dan Brannan

"Very good, pleasing, and enjoyable. Great time and we will be back."

-- Madellen & Bob Spaete

"The classes are so fun!"

-- Joni Jones

Partner Links & Information

Payless Liquors

Located at 3472 Research Parkway offers our Experience Wine students a 10% discount off their next purchase after completing one of our courses

Bambinos Restaurant & Catering

Location for wine classes and does catering for private wine events. Located at 2849 East Platte Ave. (corner of Circle and Platte)

Steins & Vines

Located in King Soopers shopping center at corner of Fillmore and Centennial, offers our Experience Wine students a 10% discount off

Exciting News!



Well, 2007 has certainly started off with a BANG! We have new classes to offer, changes to our website, new staff on the team, a new referral program for customers, and a new location for classes. This edition of the newsletter will be a little longer than usual, but please read on for all the exciting details. And don't forget to go to www.experiencewine.net to answer the latest poll question on the front page.

Mark Hejtmanek
Owner, Experience Wine
Certified Wine Sommelier

Public Classes for Feb - Apr 2007

Here are the courses we have planned for February through April.

Introductory Wine Course: "A Friendly Introduction to Wine"

This course is perfect for those brand new to wine, or for someone who enjoys wine already and wants to learn more. Course includes appetizers, 4 wines to taste, course handouts, textbook, and more! Course Length – approximately 2 hours. Price: \$40 per person, \$75 per couple:



February 4th 5:30 to 7:30PM at Mimi's Café on N. Academy

March 11th 5:30 to 7:30PM at Mimi's Café on N. Academy

April 15th 5:30 to 7:30PM at Mimi's Café on N. Academy

Valentines Celebration Wine and Chocolate Event. A very special event indeed; we'll try 6 wines different kinds (sparkling, still, and fortified) paired with chocolate and chocolate desserts. More of a social event than our typical classes, there will be gifts, information, and plenty of time to enjoy this event with your sweetie! **Perfect gift for Valentines Day.** Date: **February 18th.** From 7:00 to 9:00 PM. Price: \$45 per person. Location: Mimi's Café on N. Academy.



their next purchase after completing one of our courses

www.thewineseller.net

Located at Highway 105 and Roberts Drive in Monument, offers our Experience Wine students a 15% discount off their next purchase after completing one of our courses

bethandbob@thewinestorecs.com

The Wine Store, located at 523 S. Cascade offers our Experience Wine students a 10% discount off their next purchase and they have a wonderful selection of small production wines

www.mimiscafe.com

Our current location for classes is on North Academy Blvd – check out their website and be sure to click on "Who's Mimi?"

Colorado Wines

Located at 5055 N. Academy Blvd just a few doors down from , offers our Experience Wine students a 10% discount off their next purchase after completing one of our courses

www.localwineevents.com

Our courses are also listed here

Contact Us

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To: uncorked-request@experiencewine.net

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Specialty Course: "You're So Sweet". This class focuses on wines that are very full-flavored and sweet. We'll try aromatized, off-dry, late-harvest, and dessert wines from different countries paired with exciting appetizers. Course includes appetizers, 6 wines ordered especially for this event, course handouts, and discounts from local vendors. Course Length – approximately 2 ½ hours. Date: **February 25th** 5:30 to 8:00PM. Price: \$45 per person. Location: Mimi's Café on N. Academy.

Specialty Course: "Simply Reds". This course explores the richness and complexity of red wines from around the world. Course includes appetizers, 6 wines ordered especially for this event, course handouts, and more! Course Length – approximately 2 ½ hours. Date: **March 25th** 5:30 to 8:00PM. Price: \$45 per person. Location: Mimi's Café on N. Academy.



Specialty Course: "Australian Wines". In this class we'll take you on a tour of the various wine regions of Australia. Australian wines have become very popular in the United States - and with good reason; the quality is very good and steadily improving and the prices are very reasonable too. Course includes appetizers, 6 wines ordered especially for this event, course handouts, and discounts from local vendors. Course length - approximately 2 1/2 hours. Date: **March 29th** 5:30 to 8:00PM. Price: \$45 per person. Location: The Warehouse Restaurant.



Specialty Course: "Colorado Wines". Colorado is considered a state that is "Up and coming..." in the wine industry. Find out why Colorado wines are getting noticed at our class featuring only wines from Colorado. Course includes appetizers, 6 wines ordered especially for this event, course handouts, and discounts from local vendors. Course Length – approximately 2 ½ hours. Date: **April 26th** 5:30 to 8:00PM. Price: \$45 per person. Location: The Warehouse Restaurant.

Specialty Course: "White Wine Please". Sweet, Dry, Fruity - this course takes your taste buds on a tour through several varieties of white wines. Course includes appetizers, 6 wines ordered especially for this event, course handouts, and discount offers from local vendors. Course Length - approximately 2 1/2 hours. Date: **April 29th** 5:30 to 8:00PM. Price: \$45 per person. Location: Mimi's Café on N. Academy.

Customer Referral Program

People who have taken our Experience Wine classes have been wonderful about sharing their [testimonials](#) for use on our website, and about sharing their experience with others. We'd like to say "Thank You" a bit more formally to those of you that are recommending our classes to others. Effective February 1st, 2007 you'll now accrue referral credit for anyone you refer who takes one of our classes. **When you refer 5 people, you'll earn your choice of a gift certificate to one of our Specialty classes, or one of our other gift selections.** The rewards get bigger the more folks you refer! More details will be posted soon to the website, but in the meantime I'm looking forward to sharing the

rewards with you in 2007.

Reading French Wine Labels – Part 2

Last month in part 1 of “Reading French Wine Labels”, I mentioned that one of the keys is that the French primarily label their wines using a regional classification system, not by the wine grape. The French classification system is intended to help consumers by supposedly guaranteeing the quality of the wine in the bottle, by closely associating it with a set of laws and a specific location. Most French wine sold in the USA will have the designation either Vin de Pays (Wine of the Country) or Appellation d’Origine Controle (AOC which refers to a specifically registered region). Burgundy, Bordeaux, and Loire are noteworthy French AOC’s to watch for in your local wine shop, as are the smaller AOC’s Pouilly-Fume, Medoc, and Vouvray. Each of the latter AOC’s is actually part of one of the other three respectively. Think of an archery target with a series of concentric rings. As you get closer to the bull’s-eye, the size of the AOC region gets smaller, the quality gets better, and the price typically goes up. To learn more about the differences between the “Old World” wines of Europe, and the “New World” wines of the USA & Australia, come to our red wines class in March called “[Simply Reds](#)”, and our white wines class in April called “[White Wine Please](#)”.



Big Changes to the Website

As our company has grown, we’ve put more and more information onto our website at www.experiencewine.net. Our goal will be to continue to keep the site simple to navigate, but **we’re also adding some new fun and interactive aspects to the site.** For example, right on the front page there is now a “**Wine Poll**” question. We’ll post a new question every couple of weeks, and we’d love to get your answers added to the collective voice of our Experience Wine community. Try it out and let me know what you think. **More changes will be added** in the months to come such as **direct registration for the class you want** right on the site, so keep checking back to see what new things have been added. As always, we’d love to get your feedback too!

New Class Location – The Warehouse Restaurant



We’re very excited to announce that we have a new downtown location where we’ll be doing classes. [The Warehouse Restaurant](#), located at 25 W. Cimarron St. has a very nice wine room where we’ll do wine classes. The food prepared by their chef, James Africano, is terrific and I know you’ll really enjoy this new location. Come join us for our first event at The Warehouse on March 29th, “Australian

Wines.”

Staff Changes at Experience Wine

I'm very excited to announce that we have added two new members to the Experience Wine team: Karla Nelson, and Rebecca Kile. Karla is our new Marketing/Sales Assistant, and Rebecca is working with me on office administration. Both are a joy to work with, exude an abundance of energy, and are committed to helping me offer you the best service possible. Check out their Bio's on the website at <http://www.experiencewine.net/about.php>

Wine Recommendation: 2004 Merlot (Blue Label) by Francis Coppola

I have continued to be impressed by the wines produced out of California by Francis Coppola. Their 2004 Diamond Collection Blue Label Merlot is another fine example. Aromas of blueberries, raspberries, and vanilla are enhanced by soft, smooth tannins. This is a wine you can enjoy all by itself or with beef. Give it a try and let me know what you think.