

March is for Malbec Madness!

This is the month we roll back the displays in the front of the store and build the “Malbec boat”! Malbec is a grape varietal that was originally grown in Bordeaux and southwest France.

This grape is prone to diseases, frost damage, and rot, and was deemed more problems than it was worth. After a huge frost in 1956, Malbec was replaced in most French vineyards. The Cahors region of France remains the area where Malbec is a primary grape.

In 1868, Professor Pouet introduced cuttings of Cabernet, Merlot, and Malbec to Argentina. The hot climate and the irrigation help this grape varietal ripen fully to create rich, inky, complex wines with smooth tannins. Malbec compliments the beefy cuisine of South America, and flourishes in the high altitude of the Andes. Today there is over 25,000 acres of Malbec planted in Argentina, and Malbec is the third most planted grape in Chile.

We started tasting new Malbecs in January, and there will be some awesome deals on newcomers, previous discoveries, and a wide selection.

Every Friday everyone will vote in their personal brackets on the Malbec they think is the favorite. At the end of the month, the top three tasters that came up with the best Malbec of 2020, will wine a bottle. **In March, join the madness.**

MALBEC Madness: n. a major mental disorder of unknown cause, typically characterized by a refusal to purchase or imbibe any red wine beverage other than Malbec, or those based on Malbec.



Coming in April

Cuvee Ann Private Selection Rosé 2019

\$11.99 by Ann Coppinger

Since 2007 we've been beating the Malbec drum. A maligned varietal in Bordeaux that blossoms in warmer climates, our south Boulder customers have enjoyed our “Madness” and become expert tasters. During those years, I have become very familiar with the terroirs of Argentina and have determined preferred winemakers. One of them is Jimena Lopez. She caught my attention because her wines display her true talent and varietal purity.

Jimena is a native of Mendoza, formally educated in enology and viticulture in Mendoza and made her first wine while in High School. She was the only female in her classes, and even 18 years later, Argentinian winemakers are primarily male-dominated. Today, she is married to Pablo the chief winemaker of Chandon in Argentina and the mother of two girls. Jimena won her first medal in wine in 2002, and is predominantly known for her Malbecs from Graffito. All of her creations have garnered 90+ points from critics for the past five years.

In 2017 Jimena released a rosé of Malbec. It was bright, clean, and an elegant expression of a not-so-subtle grape. *In early 2019 I began talking to Jimena's importers hoping to get her expertise in creating my own rosé label.*

I am one of those people that thinks Rosé should be served year-round. It is the perfect accompaniment for all cuisine, all the time, and I wanted Jimena Lopez to make a rosé that I could put my name on. Jimena sent numerous trials for me to consider. In early February 2020, I designated the perfect cuvee. This is 100% Malbec, hand-harvested in February 2019 from vineyards in Uco Valley, Lujan de Cuyo and Rivadavia in Mendoza. It spent 2 months on it's lees, all stainless steel vats, with Bentonite fining.

This rosé is an ideal example of what a Malbec rosé should be. It has aromas of strawberries and cherries but it has underlying notes of spice and pepper. The palate has medium body and is balanced. This is a fresh, crisp and refreshing wine that while being elegant, showcases the power of Argentinian Malbec. A perfect celebratory wine for our 50th year in business.

We can't wait for it's arrival. Don't worry ...we're sharing.



Wine Feature - Washington Wine! by Kas VanKoevering

Though under the radar, Washington is the second-largest wine-producing state in the country. Known for the Seattle Seahawks, the Space Needle, and notoriously rainy weather, it's also a major destination for wine lovers. Washington might want to think about changing its state fruit from apples to grapes. The Washington wine industry is booming! Washington is ranked among the world's top wine regions and the state continually receives rewards for its wine's consistent high quality. There are over 70 different types of grapes grown in Washington, and that number is steadily increasing. Top varietals for red wine are Cabernet Franc, Cabernet Sauvignon, Merlot and Syrah. For those of you who prefer white wine, the state's finest varietals include Chardonnay, Riesling, Pinot Gris and Sauvignon Blanc. In general, these wines bring together a New World ripeness of flavor, like California and Australia- with an Old World type of acid and tannin structure, similar to the austerity of the wines from places like France and Italy. This creates an expression that straddles the two styles, but remains distinct to Washington.

What makes the state's wines taste the way they do? It's a combination of three factors: geography, geology and climate. Due to Washington's northern latitude, the state has a short, bright growing season. The Columbia Valley starts accumulating heat units later than wine regions to the south. Additionally, temperatures cool off earlier in the fall. That preserves acidity and color without washing out flavors. Irrigation brings great advantages, also. During the season, growers can apply exactly the amount of water they want, precisely when they want it. So while vintage quality depends on the whims of rainfall throughout many of the world's wine regions, in Washington, it does not. Growers have control over canopy growth, shoot length, berry size and cluster weight, all of which affect quality. The grower is in control of vigor. It gives the ability to fine-tune crop stress and the quality of fruit.

In 1967, Chateau Ste. Michelle produced its first Cabernet Sauvignon. With that vintage, the Washington wine industry officially landed on the map. Today Washington is home to more than 900 wineries, with a dozen more popping up every year! Winemakers all agree that Washington has an important spot in the wine world today, and they are making huge strides in terms of the quality of what they are producing. That is why all of March and April we are featuring some of our favorite (and soon to be yours!) Washington wines. The best part? We will be putting them all on sale, for 60 days! They will be rolling into Pettyjohns starting March 1st from the Columbia Valley, Red Mountain, Walla Walla, and representative from all 14 appellations. Whether you are discovering something new, or stocking up on your well-known favorite, this is a deal you don't want to miss.

Brewery Spotlight- Crazy Mountain

“our beer pairs best with adrenaline”

In 2010, Crazy Mountain Brewery was established as the Vail Valley's first production brewery, from just a two-person, one-dog operation with headquarters and a Taproom in Edwards. In 2015, Crazy Mountain expanded its reach to Denver, which became their production headquarters and Taproom. With a prime location in downtown's Baker Neighborhood, they offer a taproom with 24 beers on draft. Today, Crazy Mountain has grown into one of the largest breweries in Colorado whose beer has garnered global attention. Crazy Mountain products are available in cans, bottles, and on draft in 22 states and 9 countries. Our best seller is the *Mountain Living Pale*. They utilize two types of American hops in such a way that the flavors of these hops center stage and let their bitterness fade into the background. The hop forward character of this Pale Ale shines through in the unique, tropical fruit flavor of two American hop varieties.

Clean, crisp and vibrant is the ideal descriptor for the *Creedence Pilsner*. Modeled after the classic bohemian Pilsners of Europe, they use high-quality Pilsner malt giving the beer a nice delicate flavor and aroma. The added classic Czech hops give a slightly spicy cedar nose with a light floral finish.

Lava Lake is Crazy Mountain's take on a classic Wit beer. To make this unique beer unique, un-malted wheat was added with rolled oats, two varieties of classic European hops, chamomile, curacao orange peel, coriander, grains of paradise and a rare yeast strain from the Old Country.

Amber Ale is a floral American style that maintains a hoppy goodness. An obscene amount of West Coast hops are added late in the boil, resulting in a hoppy beer without the bitterness.

Want to learn more? Bring your adrenaline on Thursday, March 5th when Costa the Crazy Mountain Rep will be pouring his best from 5 to 7PM.

Guilty about sipping Guinness on St. Patty's Day?

According to the *American Journal of Clinical Nutrition*, pre- and postmenopausal women who drank a beer or two every day had a greater bone mineral density in their hips and their spines compared to teetotalers.

Sonoma Brothers Distilling

by Isaac Haefner

For the next two months we will be showing off the Sonoma Brothers' Distilling line of spirits. There are 4 in total; the Gin, the Bourbon whiskey, the Vodka, and the Rye whiskey. As the name states, this operation is

run by two brothers, Christopher and Brandon Matthies. In a neighborhood bursting with wineries, they decided to go against the grain and express their innovative passions making "Craft spirits".

The men are dedicated community members. Christopher is a Firefighter Engineer and Brandon is a local police officer. They started as a small operation always sourcing their basic grains from nearby neighbors. As the business grew, so did the local community support. We are grateful that the Matthies decided to expand their distribution to Colorado, I am a huge fan. Their Vodka is luscious and velvety; crafted from a mix of corn, wheat and barley. This is delicate and creamy with a distant note of light vanilla; something that only craft vodka propagates.

The Gin has a balance of a crisp juniper, bold citrus, and a small array of other spices. Their Bourbon is a great classic example of modern bourbon. It features a bright amalgamation of feint cherry, fresh oak, a bouquet of different dried fruits, and a finish of warm vanilla and toasted caramel notes. My favorite would have to be the Rye. Rye is not usually on anyone's radar, but this one has something new to offer. It picks up an undertone of cooked citrus washed over with freshly cooked vanilla. In the mix you can also find a dusting of butterscotch, light baking spice, and a touch of leather to bind everything together. What initially caught my eye was this beautiful presence of fresh pecans on an autumn day.

Please join me to taste these delicacies on every Thursday 5 to 7PM in March starting on the 12th. The introductory pricing is \$5.00 Off!

**Kas's Bartending Hour
Saturday May 2nd from 3 to 4 PM
Learn how to make a Mint Julep**

The Kentucky Derby is May 2nd!

Bourbon "AMERICA'S NATIVE SPIRIT"

Bourbon was coined "America's Native Spirit" by Congress in 1964. In order for a whiskey to be called bourbon, Congress declared that it must meet four requirements.

- Must be made with a grain mixture of at least 51% corn
- Must be aged a minimum of 2 years
- Must be aged in new charred American white oak barrels
- Must be made in the USA

Bourbon has been distilled since the 1800's and has some very unique flavors. The most prominent flavor is oak coming from the aging process in the charred oak barrels; this is also where it gets its deep amber color. Other tasting notes to look for in your bourbon are caramel, vanilla, toffee, tobacco, burnt sugar, dried citrus, orange peel and candied almonds. Bourbons can be hot and intense, Booker's is an example of this, or they can be smooth and creamy like Four Roses single barrel. Where the name bourbon comes from is wildly debated down south. Some people believe it gets its name from Bourbon Street where bourbon was a cheaper alternative to French Cognacs for sailors who made port there. Others believe it hails from Bourbon County, Kentucky where 95% off all bourbon is produced. I'd go with the latter. One thing that's not debatable is a bottle can't say bourbon if it's not made in the USA. Since 1875 on the first Saturday of May, an American tradition almost as old as bourbon, itself, takes place. This tradition is known as the most exciting two minutes in sports or "The Run for the Roses", more formally referred to as The Kentucky Derby. To celebrate bourbon and the 146th running of the Kentucky derby use the Pettyjohn's coupon for 15% off on all bourbons May 1st through the 10th. The mint julep has been the traditional drink of Churchill Downs and the Kentucky Derby for nearly a century. Each year almost 120,000 juleps are served over the weekend at Churchill Downs. This feat requires 10,000 bottles of bourbon, 1,000 pounds of freshly harvested mint and 60,000 pounds of ice. Celebrate this American tradition by making some juleps of your own or by hosting a bourbon tasting party, either way let Pettyjohn's be your derby day headquarters.

15% OFF
Any Bourbon Purchase
from May 1, 2020 through May 10, 2020.
Sale items excluded.