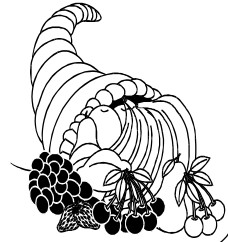


Champion Wine Cellars

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Dear Wine Friends:

November/December 2011

~ SPECIAL HOLIDAY OFFER VALID TILL DECEMBER 25th, 2011 ~

The word STIMULUS has been applied excessively on too many occasions in the past two years, especially by our wizzard economists. Fortunately wines and foods, our earthly necessities, have been STIMULATING and activating our palates for milleniums without their "help". In addition great wines and great foods enhance immensely our "*Joie de Vivre*" during times good and tough.

Unfortunately this year a few wine shops and small importer/distributors in Seattle had to close up shop or merge with larger concerns.

We are thankful that CHAMPION CELLARS will be able to celebrate its 43rd anniversary next year. This is due primarily to a faithful clientele, dedication to the trade of Fine Wines of good quality, and the personal attention given to every customer. A side note, the original owner is still at the helm of this "cave" (wine cellar, in French.). It really looks like a rustic cavern, scary but full of treasures!!!

This year-end newsletter serves as a **Thank You Note** to all of you who have helped us attain this longevity and allow the claim of being the "Oldest Privately Owned Wine Shop" in the entire Pacific Northwest.

A new family-owned wine importing/distributing firm has just opened its doors in Seattle, and CHAMPION CELLARS wants you to become some of the first beneficiaries of their splendid offerings.

As we all know, small businesses are the backbone of this country, (they also PAY TAXES). The owners Michael Simpson and Stanley Miner have spent an entire year in France making contacts with numerous small producers. Our shop was involved in a couple of tastings to select and approve their wines. Thus we recommend them highly! Also a new container is due to arrive with new offerings from Champagne, Burgundy and Portugal.

We are offering SPECIAL PRICES to "STIMULATE" this start-up business, which by growing is going to provide more JOBS. Quality is high since the wines have been handpicked, and prices are low! (Simple math, the wines come directly from the producers, no other middlemen involved, and our shop is offering a major discount of 15% per bottle!)

These are timely wines for your Thanksgiving entertaining and Christmas gifts!

Our ONLY request is that you:

1. Place a minimum order of 6 bottles, mixed or matched. (See **great values** on reverse!)
2. Order the wines one week in advance so that we have time to receive them.
3. We would also appreciate full payment with your order including the 9.50% sales tax.

JOYEUX NOËL et BONNE ANNÉE! Emile and Stephanie Ninaud

CIDRE BOUCHÉ in French, means sparkling apple cider with a Champagne cork closure. It comes in different degrees of sweetness: sec, demi-sec or doux (sweet). It's the ancestral beverage of Normandy, France. The apple brandy, Calvados, is one of its main derivatives, is a place name as well. "**Le cidre**" is frequently served with meals, especially in the creperies. It is also used in cooking, and marinades. There is pear cider but it is less common. Cider and wine making have some similarities, but cider comes in a sparkling form and its alcohol is much lower. Many holiday dishes lend themselves to cider. Try a "*Cidre de Normandie*."

750ml	DUCHÉ DE LONGUEVILLE, Anneville-sur-Scie, Normandie, 4% alcohol	\$9.75
750ml	DUCHÉ DE LONGUEVILLE, Anneville-sur-Scie, Normandie, Alcohol free	\$9.75
750ml	Eric BORDELET, Cidre Doux (sweet cider) 4% alcohol	\$15.75
750ml	Eric BORDELET. Poire, (pear cider), Sec, 4% alcohol	\$19.75
500ml	ASPALL, organic English apple cider, Suffolk 6.8% alcohol	\$7.85

GIFT CERTIFICATES in ANY AMOUNT ALL YEAR ROUND

Complimentary wine tasting every Saturday from 11 to 5. No reservation required.

BORDEAUX

Discount Price:

- 2009 Château FAYAU Blanc**, 50% Sauvignon Blanc/40% Sémillon/10% Muscadelle **\$11.50**
*Gold Medal winner at the Concours Général Agricole in Paris.
A refreshing floral nose with lovely and tangy flavors of gooseberry, melon and citrus.
- 2008 Château HAUT LAGRANGE**, Pessac-Léognan **\$28.00**
Dark purple, has a lively nose of dark fruit, aged 18 months in oak, lush tannins, very elegant
- 2005 Château RECOUGNE**, Réserve de la Famille, Bordeaux Supérieur **\$19.50**
From the finest parcels of old vines, rigorous quality selection, powerful and beautifully balanced.
- 2008 Château LYONNAT “Emotion”**, Lussac-Saint-Emilion **\$28.00**
*Gold Medal winner in Brussels
Aged in new French oak barrels, intense color, a powerful nose, concentrated flavors, long finish.
- 2009 Château HAUTS DE PLAISANCE**, Haut Médoc **\$14.00**
Cabernet Sauvignon, Merlot, Petit Verdot, Cabernet Franc. Coffee, berries, spice, a great vintage.
- 2009 Château BELLEGRAVE**, Médoc. **\$14.00**
From 30 year old vines, aged 12 months in oak, ripe plum nose, cedar and tobacco overtones.

CAHORS

“The Black Wine of France.” For over 300 years Malbec wines were enjoyed by kings, Popes, and even the Bordeaux inhabitants. This is the area of origin for the Malbec grape variety.

- 2009 Château EUGÉNIE “Tradition”** 80% Malbec/20% Merlot **\$13.25**
Lively fruit but with depth. A lush finish with moderate tannins. Drink now or lay down for 2 years.
- 2008 Château EUGÉNIE Cuvée “Réserve de l’Aieul”** 90% Malbec/10% Tannat **\$19.00**
Wines come from the oldest vineyard planted by the Couture’s grandfather. Deep and concentrated.
*Gold Medal Challenge International du Vin 2010. Drink now or cellar for a few years.
- 2009 Château de CHAMBERT Grande Réserve**, 100% Malbec **\$19.00**
Intense bouquet of black fruit, mineral, violets, licorice. Great depth, generous tannins, long finish.

LANGUEDOC- CORBIÈRES

Between Narbonne and Carcassonne, 40 km from the Mediterranean coast.

- 2009 Domaine LAS VALS**, 100% Roussanne (Blanc), Vin de Pays de Hauterive. **\$21.00**
Light gold in color, a touch of orange, tangerine and ginger. Long generous finish, mineral, dry.
- 2009 Domaine LAS VALS “Les Grès “ Rouge**, 60% Grenache/40% Carignan (Organic) **\$13.00**
Abundant fruit, fresh and lively fragrance. Well integrated soft tannins make it a very enjoyable.
- 2009 Domaine LAS VALS “Notre Dame” Rouge** **\$22.00**
60% Grenache/30% Syrah/10% Carignan (Organic)
A bouquet that bursts with blackberry, spices and olive. Luscious wine with great balance, long finish.

LANGUEDOC-FAUGÈRES

Vineyards are 200 to 350 meters above sea level planted on steep slopes.

- 2009 Domaine OLLIER TAILLEFER “Les Collines” Rouge** **\$14.00**
50% Grenache/30% Carignan/20% Syrah
Friendly, lush, silky, full and fun. Very enjoyable drinking with good friends and a casual meal.
- 2008 Domaine OLLIER TAILLEFER Grande Réserve Rouge** **\$17.50**
40% Carignan, 30% Grenache, 20% Syrah, 10% Mourvèdre. Nose of eucalyptus, olive, red fruit and spices. A classic Faugères produced from the domaine’s oldest vineyards.

Presently available in limited amounts:

QUILCEDA RED WINE, Columbia Valley, **2006** - \$69.85, **2007** - \$64.85, and **2008** - \$55.85
2007 LEONETTI Merlot, Walla Walla \$79.85

For holiday listening enjoyment, turn on **Classic KING FM 98.1** while reading this newsletter. Have a glass of Pineau des Charentes aperitif while enjoying Debussy, or a glass of classic Cabernet or Madeira while taking in Brahms or Beethoven. Music and wine have a lot in common!

We want to congratulate our neighbors, only four blocks away, KING FM, for their stellar public fundraising, the quality of their new programming, and the wealth of information provided by their hosts!

Many BRAVOS!