



PRIMA

R I S T O R A N T E 26 N E G O Z I O D I V I N I

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WINE TASTING CALENDAR

Wine tastings are conducted daily during restaurant hours, and are a great way to compare similar wines from different producers, and to sample them with food as well. We typically feature many of the latest wines promoted at PRIMA VINI, making it easy to taste before you buy!

- November** 13-19 Syrah versus Shiraz
20-26 New Arrival German Rieslings
- December** 28-31 Juicy Tuscan Reds
4-10 Cabernet, Merlot and Friends
11-17 Zinfandel
18-24 Pinot Noir
26-31 Bubbles

HOLIDAY HOURS

Both the restaurant and wine shop will be closed Thursday, November 27th for Thanksgiving and on Christmas and New Years Day so we can be with our families.

The restaurant will close at 2:30 PM on Christmas Eve but will be open for lunch and dinner on New Years Eve. The Wine Shop will close at 4 PM on both days.

Valet Parking available

Shop WHILE YOU DINE

Let us help make your holiday shopping easier. We'll help select and wrap your wine or accessory gifts while you relax at the wine bar or enjoy a meal in the restaurant! How cool is that! And we can deliver your gifts anywhere, locally or around the country.

WINE SALES

925 945 1800 or 800 70 PRIMA

MON THRU SAT 10AM TO 7PM (6PM SATURDAYS)
FAX 925 935 0519
www.primavini.com

PRIMA VINI



DINING

RESERVATIONS 925 935 7780

LUNCH MONDAY THRU SATURDAY 11:30AM TO 2:30PM WITH
AFTERNOON REPAST 2:30PM TO 5PM
DINNER FROM 5PM DAILY (including SUNDAY)

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PRIMA

R I S T O R A N T E 26 N E G O Z I O D I V I N I

NOVEMBER 2003 NEWS

75TH ANNUAL Champagne TASTING EXTRAVAGANZA



SATURDAY, December 6th, 2003
2:30 PM Start
\$75 plus tax and gratuity

Ok, so maybe it's not really our 75th but we seem to have lost count. Our favorite event of the year features nearly a score of different Champagnes including Brut, Vintage and Tete du Cuvees: wines like Charles Heidsieck 1990 Blancs de Millenaire, Louis Roederer 1996 Cristal, Dom Perignon and many more! Peter offers a stunning plate of bubbly-friendly antipasti and, afterwards, we offer you the chance to stock up on all of your favorites at our very best prices of the year. Sound like a good way to get your holidays started? Call to reserve soon as this event has sold out every year since the Hoover administration!

BEAUJOLAIS *Nouveau* EST ARRIVEE!

THURSDAY, November 20th Be here at High Noon

Come on in and see what's really 'nouveau' about our annual celebration of the new harvest in Beaujolais! It'll be a barrel of fun to taste these new wines and party with fellow wine lovers. You'll want to be here before noon to witness all of the fanfare surrounding the arrival of the cask! Five of the best French Beaujolais Nouveaux will be available for tasting. Peter is making a special presso fisso lunch too.

CHEF'S HOLIDAY *at the* AHWAHNEE

February 3rd, 4th & 5th, 2004

Join PRIMA Executive Chef Peter Chastain and a host of other wine and food luminaries for three exciting days of creative cooking, great vino and the unbelievable splendor that is the Ahwahnee hotel and Yosemite in the winter. Always one of the highlights of the year, the 2004 edition line up looks fabulous. For more information or to make reservations, please call the Ahwahnee at 559-252-4848.

STONE
COLD
BARGAINS
under **15.**



2002 SOLO ROSA ROSE, California \$10.97 NET

I am sorely tempted to open this wine for Thanksgiving this year. It's everything you could hope for in a holiday wine. It can do service as either a red or a white and everyone from your scotch-loving grandpa to your most wine-geeky cousin will love it. And it'll handle anything that ever appears on the traditional Thanksgiving table with ease. Bone-dry but deeply fruited and buttressed by great acidity, it's a cut above most else we find out there.

2001 LAKE SONOMA CHARDONNAY
Russian River Valley \$10.50 NET

One thing we all need in the larder is plenty of tasty, vibrant Chardonnay. Here's a nice buttery rich California version to open whenever people stop by or whenever the menu calls for poultry, seafood or anything else flavored with herbs like basil or tarragon. We are offered quite a bit of Chardonnay and we'll put this one up against just about anything else out there for the money!

2000 OLIVET LANE CHARDONNAY
Russian River Valley \$12.50 NET

Creamier than the Lake Sonoma with a trifle more oak. A very good deal indeed.

2002 FIRRIATO ALTAVILLA DELLA CORTE
Sicily \$11.50 NET

This blend of Sicilian native grape Grillo and Chardonnay is a wonder! Killer seafood wine.

2002 DOMAINE THIBERT MACON-FUISSE
Macon Chardonnay \$13.97 NET

How good is the 2002 vintage in the Maconnaise? Wow. Clean as a whistle, lovely fruit. Awesome.

2002 SMITH-MADRONE RIESLING
Spring Mountain Estate \$14.50 NET

A wine with a cult following of people that appreciate its focused stony aromas and uncompromising dryness. What a wine for the holidays!

@PRIMAVINI.COM

TRY E-MAIL

Interested in hearing the latest goings-on at PRIMA before anyone else? Want to know when your favorite wine is released? Do you prefer your newsletter to be delivered on-line? Call us at 945-1800 or e-mail us at: info@primavini.com to be notified of the latest and greatest all at the touch of a button.

REDS
YOU can't
AFFORD
NOT TO
BUY!

2000 DOMAINE PIAUGIER
Cotes du Rhone Rouge \$8.50 NET

Juicy Cotes du Rhone fulfills all of the requirements I set for red wine in my house. First of all, it tastes good. By good, I mean distinctively good. People who drink it say "hey, this is good." (Why?...old vine Grenache, cropped low) Secondly, it's ready to drink and flexible to use. That means it goes well with anything you eat and drinks fine all by itself. (Why?...soupcon of Syrah adds depth and acidity) Thirdly, price. Anytime you can find a wine this fun to drink for less than a sawbuck, you should buy a lot of it. (Why?...Why not? Why ask why?)

2001 FIRRIATO CHIARAMONTE
Nero d'Avola, Sicily \$13.50 NET

The two Firriato wines we had in our last newsletter were huge hits. Clearly hybrids consisting of traditional Sicilian grapes and French interlopers are a market whose time has come. But Firriato also makes a sensational Nero d'Avola sans Syrah called *Chiaramonte*. Rich, plush, loaded with Sicilian sunshine and very well priced.

2001 SAISONS D'VIN L'HIVER SYRAH
Mendocino County \$13.50 NET

We've made sure we lined enough L'Hiver (say lee-vare) up for this newsletter as we fell woefully short last time we featured this wine. We knew we liked it but we just weren't prepared for how much you would! The '01 is darker and denser than the '00 but still exhibits that lovely lavender and violet pastille essence that makes it so attractive. This is absolutely delicious Syrah that captures the true cool climate character of the grape. Yes, we've lined up a lot of wine but with the holidays and all, I suggest you call soon.

2002 COMPO DE BORJA GARNACHA-TEMPRANILLO
Borsao, Spain \$5.97 NET

This quintessential Spanish Super Bargain! Drinks like a good Cotes du Rhone for less than \$6!

2002 DOMAINE DE COLETTE REGNIE Vieilles Vignes
Beaujolais \$9.97 NET

Not *Newveau* Beaujolais but *Oldveau* Beaujolais! Lovely old vine gamay filled with cherry, cassis, raspberry and violets!

2001 DREYER SONOMA CABERNET SAUVIGNON
Sonoma County \$11.50 NET

Yummy 2001 Cabernet with ripe, sweet fruit and lots of character. A go-to wine for the holidays.

2001 FONTERUTOLI BADIOLA SANGIOVESE IGT
Toscana \$11.50 NET

Badiola Baby! This Sangiovese is blended with a bit of Cab and aged in small oak. Drinks like Tuscan silk! A consistent favorite here at PRIMA.

2002 THORN-CLARKE TERRA BAROSSA SHIRAZ
Barossa Valley \$9.25 NET

Head banging full throttle Shiraz. Horsepower aplenty!



SMART BUYS

25.

WINES UNDER

2003 MULDERBOSCH SAUVIGNON BLANC

Stellenbosch South Africa \$19.97 (17.97 by the case)

Mulderbosch is for true aficionados of Sauvignon Blanc. You have to love the grape's pungent penetrating grapefruit and freshly mown grass aromas, its shimmering vibrant acidity and the rainbow's worth of tropical fruit flavors that fan out on your palate to get this wine. So sweet, so tart and so good with chevre and alongside dishes using herbs like tarragon, dill and basil. And with oysters? Magnificent. Very limited.

2002 OLIVIER SAVARY CHABLIS

Vielle Vignes \$19.97 (17.97 by the case)

Based on what I've tasted so far, 2002 may well be the best vintage in many years for white Burgundy, particularly in Chablis to the north and the Maconnaise and Chalonaise to the south. That's good for you because these appellations provide consistently better value in all vintages and in a year like 2002, you have something very special to look forward to. Here's a warning shot over your bow! Deliciously ripe focused Chablis from very old Chardonnay vines. Very very tasty!

2001 LANDMARK OVERLOOK CHARDONNAY

Sonoma-Monterey \$19.97 NET

2001 LANDMARK DAMARIS RESERVE CHARDONNAY

Sonoma County \$26.25 NET

OK...we tried everything we could to get the Damaris under \$25 but take my word for it, the extra buck and a quarter is worth it! As big and broad as Chardonnay gets! The Overlook, however, is not to be overlooked either. Plenty of rich Chardonnay fruit, generous oak and a great finish. Landmark does Chardonnay as well as anyone out there.



2002 TREVOR JONES 'VIRGIN' CHARDONNAY

South Australia \$19.97 (17.97 by the case)

Un sullied by oak though she may be, here's a Chardonnay that is clearly quite easy as far as virtue goes! As rich with tropical fruit as it gets, the Virgin also expresses an impressive amount of leesy, nutty character and a surprising amount of depth. All-in-all, this is knock out Chardonnay at a very fair price.

[VISIT US ONLINE @
www.primavini.com]

CHECK OUT OUR BROAD SELECTION OF BOOKS INCLUDING NEW TOMES ON ITALY, NEW ZEALAND AND SPAIN.



1999 PEZZI-KING CABERNET SAUVIGNON

Dry Creek \$15.97 NET

P-K disappeared off our radar screen for several years but it appears that the winery is back with a vengeance! Their 1999 Cab features the ripe, sweet fruit and attractive brushy brambly blackberry aromas that remind me of summer in Sonoma. This is the classic Dry Creek Cab at a great price. This would be a bargain at \$30!

2001 J WINE COMPANY PINOT NOIR

Russian River Valley \$18.50 NET

It's rare to find Russian River Pinot of this quality at anything under \$25-\$30 a bottle so here is one to load up on. The mid-palate boasts the sweet black cherry fruit and the lovely essence of sandalwood and cinnamon so prevalent in wines in the \$50 and up range in the appellation. Light on its feet yet with plenty of chutzpah making the 'J' one of the great bargains we'll see this year.

2001 CH LA ROQUE 'CUPA NUMISMAE' Pic St Loup

(Syrah-Mourvedre) \$19.97 (17.97 by the case)

Peppery earthy old vine Mourvedre is the star in this wonderfully structured, extremely delicious blend with Syrah from the Languedoc in southern France. This wine reminds me of what I always hope a grand Hermitage will taste like! Powerful yet refined and very expressive of the earth from which it comes. The 'Cupa' gets big scores and great reviews in the press and is a steal for the money. Very highly recommended.

2001 FATTORIA FELSINA CHIANTI CLASSICO

\$23.97 (21.57 by the case)

2001 FONTODI CHIANTI CLASSICO

\$24.50 (22.05 by the case)

half bottles available as well

We all know that Castelnuovo Berardenga will someday have its own DOCG within Tuscany and that Fattoria Felsina will be its premier property. It already has that distinction within the much larger Chianti Classico appellation even though its wines are hardly typical. (Then again, is Latour typical Pauillac?) Fontodi, on the other hand, is definitely the Grand Cru of Panzano, right in the heart of Classico. Together they are a fascinating study in terroir, the Felsina representing elegance and style and the Fontodi, brawn. They are both state-of-the-art in Tuscany. A half case of each is called for here. At least.



LAGUIOLE CORKSCREWS.
TOP QUALITY FINISHES,
prices vary by item.

tiny BUBBLES

SPARKLING WINE 2003

Hot pricing on some of the World's Best Bubbles

MAY YOUR HOLIDAYS WILL BUBBLE OVER WITH JOY!

See page One (1) for details on our annual Champagne Tasting coming up on December 6th and check out some of our selections below. We've searched the world for great bubbles and negotiated some *Hot Prices* on our very favorites. We won't be beat!

**NV SORELLE BRONCA PROSECCO di
Valdobbiadene Veneto \$11.97 NET**

This has been RED HOT! People don't buy bottles... they buy cases! Light, lively and fresh... no pretense.

**NV GLORIA FERRER BLANC DE NOIR
Sonoma County \$13.50 NET**

Yummy strawberry infused bubbly that drinks great... superb aperitivo and great with food too.

**NV ROEDERER ESTATE BRUT SPARKLING
Anderson Valley \$16.97 NET**

America's most consistent sparkling wine value.

**1998 J WINE COMPANY BRUT SPARKLING
Russian River \$19.97 NET**

Belongs on the short list of the best bubbles made in this country. Hot price!

**NV CHARLES HEIDSIECK BRUT RESERVE
Champagne \$24.97 NET**

We're going to sell a ton of this at this price!

**NV NICOLAS FEUILLATTE BRUT PREMIER
Champagne \$24.97 NET**

Sophisticated, elegant Champagne that drinks with the very best. Worth discovering.

**NV VEUVE CLICQUOT YELLOW LABEL BRUT
Champagne \$29.97 NET**

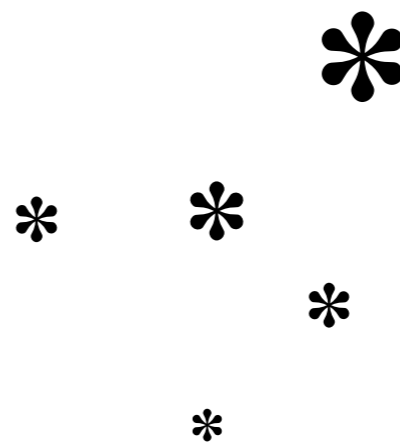
A perennial favorite.



NV TAITTINGER BRUT FRANCAISE

Champagne \$31.97 NET

Always a crowd pleasing favorite.



THE WINE WHEEL MAKES A PERFECT GIFT FOR ANY WINE LOVER. \$5.95

**NV PAUL BARA BRUT GRAND ROSE
Champagne \$34.50 NET**

Rose Champagne is one of life's great pleasures. Paul Bara is very pretty, elegant wine with great persistence and verve.

**NV JACQUESSON CUVÉE 728 BRUT
Champagne \$38.97 NET**

An extraordinary new Cuvée from one of Europe's great cult producers. Very limited.

**NV BILLECART-SALMON BRUT ROSE
Champagne \$49.50 NET**

Half bottles too! Truly special... a favorite of everyone here. Anne Rittmaster DEMANDS this after a bad day.

**NV LAURENT PERRIER BRUT GRAND SIECLE
Champagne \$60.97 NET**

This was a major hit last year... very rich and exotic! This is a find!

**1990 CHAS. HEIDSIECK BLANC DE MILLENAIRE
Champagne \$82.50 NET**

**1995 NICOLAS FEUILLATTE PALMES D'OR
Champagne \$89.97 NET**

Elegant, polished and very exciting.

**1995 TAITTINGER COMTE DE CHAMPAGNE
Champagne Call**

**MV KRUG GRAND CUVÉE BRUT
Champagne \$99.97 NET**

1995 DOM PERIGNON, Champagne \$104.97

1996 ROEDERER CRISTAL, Champagne \$150 NET

THE HOLIDAYS *are here!*

Can we help set your holiday table this year? Our shelves are groaning with what we think is the best selection of food-friendly and collectible wine and wine accessories around. We don't claim to have everything but every bottle we do have has been carefully vetted, tasted several times (we give 'til it hurts!) and chosen not only for its distinctive qualities but for value as well. We know we can offer you something you will be pleased to open yourself or give to your closest friends or business associates with confidence no matter what price you are comfortable paying. We still do things the old fashioned way here and that means warm, honest and personal service and informed professional advice. All the best,

JOHN RITTMASER, *Wine Director & Owner*



LAGUIOLE CORKSCREWS
IN SLEEK ALUMINUM \$153.97

PRIMA STAFF *picks*

favorites FOR THE HOLIDAYS

John RECOMMENDS

**2000 POLIZIANO
VINO NOBILE DI MONTEPULCIANO
\$22.50 (20.25 by the case)**

I love the Poliziano because of its quintessential Tuscan-ness. I love the classic old world aromas and flavors, the wine's great density and presence and its affinity with rich, satisfying food. The smell just reminds me so much of sitting in a restaurant in Sinalunga and having a great time. What more can you ask of a bottle of wine? Yummy. Also consider the even bigger, more structured Poliziano 1999 Vigna Asinone (\$37.97/34.17), one of the noblest wines of the appellation.

Frank RECOMMENDS

**2002 SCHAFFER-FROHLICH
RIESLING KABINETT QmP NAHE
\$19.97 (17.97 by the case)**

Schafer-Frohlich is one of a bevy of new producers taking Germany to the next level. I had, in fact, never even heard of them until I tasted their lineup at a tasting last spring. Incredible. The Kabinett is nearly bone dry but loaded with fruit and almost electric acidity. This will be on the Rothstein table at Thanksgiving this year and I'm laying down a half case or so of the Spatlese and plan on enjoying them for quite a few holidays to come!

free DELIVERY 

To simplify your life, PRIMA offers free delivery in the Diablo Valley and Lamorinda areas on wine orders over \$300. For orders less than \$300, it is only \$9.50



David RECOMMENDS

**2002 KAESLER AVIGNON (GSMV)
Barossa Valley \$24.50 (22.05 by the case)**

You know the G(renache), S(hiraz) and M(ouvedre) part but the V is for Viognier. What a lovely aromatic lift it provides to this dark dusky blend. Smoky, tarry and loaded with blueberryish fruit and chocolate minty notes, this is either a stylish medium weight red masquerading as a powerhouse or a powerhouse with pretensions of elegance depending on how you look at it. Parker's awesome review in the late summer has already thinned our very tiny supply but we urge you to grab a case now while we can offer it to you.

Franco RECOMMENDS

**2001 NEAL FAMILY VINEYARDS CABERNET SAUVIGNON
Napa Valley \$44.97 (40.47 by the case)**

As Minister of Cabernet at PRIMA, I like to think I have a nose for the stuff. With Neal's debut 1999 I knew I was on to something. Buying as much as we did has really helped secure a bigger allocation of their stunning 2001, a wine that is already turning a lot of heads. Fruit from Mt Veeder and Howell Mountain provides the structure and Rutherford gives all the creamy cassis. This is some great winemaking! At \$45, Neal compares favorably with many of the Highway 29 big boys selling for twice or even three times the price!

WINES FOR THE HOLIDAYS

Gift GIVING RECOMMENDATIONS

**2002 PATZ & HALL CHARDONNAY
Napa Valley \$31.97 (28.77 by the case)**

The new releases of Patz & Hall show this foursome at the top of their game. This is the classic Napa Valley Chardonnay in all of its glory. Incredibly rich, buttery and complex. We also have in stock P&H's 2002 Woolsey Road and Durell Chardonnays (\$37.97/34.17) and '01 Alder Springs (\$49.97/44.97) and Pisoni (\$64.97/58.47) Pinot Noirs. I wouldn't mind seeing any of the above under MY tree this year.

**2001 IL PALAZZINO 'GROSSO SANESE'
A Monti in Chianti \$40.97 (36.87 by the case)**

This has been my favorite Super Tuscan since, well, since it became one. The Sdercis take their best barrels of Sangiovese and age it in new French oak creating a wine that tastes distinctly Tuscan but with a certain New World sensibility about it. This sort of winemaking is lamentably now fairly common in the region but the Grosso Sanese routinely pulls it off with style and panache, qualities often sorely lacking in many others.

**2001 PALOMA MERLOT
Spring Mountain Reserve \$44.97 (40.47 by the case)**

Jim and Barbara Richard's new Paloma Merlot is sensational! Black as night and bursting at the seams with blackberry, dark plum and dusky earth aromas, this wine is all about creamy, luscious texture. It just fills the mouth with flavor with a finish that goes on and on. Lovers of hedonistic Merlot will want to gulp down cases of this beautifully elegant elixir from the top of Spring Mountain. NEWS FLASH...
Big Score Alert 95 WS

**1999 NORTHSTAR MERLOT
Columbia Valley, Washington \$45.97 NET**

The Columbia Valley is home to some of America's most exciting expressions of Merlot and Northstar is clearly one of the best in the area. This is VERY exciting stuff; deep, exceedingly rich and boldly structured. An epiphany for both Merlot lovers and those that expect great character and age-ability in their red wine.

**2001 HOLDREDGE ZINFANDEL
Dry Creek Valley \$18.50 (16.65 by the case)**

**2001 PAX SONOMA HILLSIDES SYRAH
Sonoma County \$26.97 (24.27 by the case)**

**2001 TESTAROSSA PALAZZIO PINOT NOIR
Santa Barbara County \$31.97 (28.77 by the case)**

**2001 CAROL SHELTON
'ROCKY RESERVE' ZINFANDEL
Rockpile Vineyard, Sonoma
\$31.97 (28.77 by the case)**

**2000 CORISON CABERNET SAUVIGNON
Napa Valley \$59.97 (53.97 by the case)
Elegant, refined Napa Cabernet...**

**2000 QUINTESSA RED TABLE WINE
Napa Valley \$87.97 NET
Beautiful wine in 2000!**



PRIMA *wine* CLUBS

There are lots of Wine-Of-The-Month clubs out there. We receive solicitations to join them all year long and I am sure you do too. The winery clubs can be fun if you don't mind filling up your cellar with only one winery's wine. Personally, I value diversity in my cellar. I also like to make discoveries. I don't really consider yet another vintage of X Winery's Nebbiolo anything really new. My problem with the national clubs is that they are so darned big that their requirements eliminate many of the smaller, artisan producers. They concentrate their attention on closeouts and 'distressed' wines they can buy for a song and resell to you at great profit. We have four Clubs at PRIMA. We like to think they are different than most. Here's why:

CONVENIENCE. THERE ARE NO RULES. SIGN UP WHEN YOU WANT, STAY AS LONG AS YOU WANT.
NO CHARGE TO JOIN, NONE TO LEAVE. DELIVERED OR PICKED UP. IT'S UP TO YOU.

*

WE'RE SMALL! WE CAN GET SMALL LOTS OF EXCEPTIONAL WINES. WE KNOW YOU AND THE WINES YOU LIKE AND CHOOSE OUR WINES WITH YOU PERSONALLY IN MIND. LARGER CLUBS AND WINERIES CAN'T DO THAT.

*

DIVERSITY AND DISCOVERY! ALL FOUR OF OUR CLUBS ARE GEARED TOWARDS THOSE THAT THINK THAT VARIETY IS THE SPICE OF LIFE! UNLIKE WINERY CLUBS, WE TASTE WINES FROM THE WORLD OVER AND HAVE ACCESS TO VIRTUALLY ANYTHING WE WANT. WE GUARANTEE WE WILL EXPAND YOUR WINE DRINKING HORIZONS.

*

WE'LL MAKE YOU LOOK GOOD! WHAT A GREAT GIFT! SEND ONE TO SOMEONE YOU LIKE AND WE'LL INCLUDE A PERSONALIZED NOTE FROM YOU. THE GIFT WILL KEEP ON GIVING AS LONG AS YOU SAY SO.

*

VALUE! EVEN OUR SUPER CONSORZIO, THE CLUB THAT CONCENTRATES ON THE RAREST AND BEST IN THE WORLD OFFERS CONSISTENTLY GOOD VALUE. AND IF YOU LIKE A WINE ENOUGH TO REORDER, WE HAVE GENEROUS REORDER DISCOUNTS TO OFFER AS WELL AS DEALS ONLY FOR OUR CLUB MEMBERS.

IL CONSORZIO DI PRIMA

THREE BOTTLES for \$49.97/monthly
includes delivery.

Most begin here. The wines are personally selected by Frank Rothstein (*our Minister of Value*) and represent an eclectic yet appealing selection of the world of wine. For more information or to sign up e-mail Frank at frank@primawine.com.

THE SUPER CONSORZIO

Two bottles for up to \$100 a shipment
10 shipments a year

Let John Rittmaster be your personal tour guide through the world's most amazing, hard-to-find collectibles. Explore winemaking's most exciting frontiers. For more information or to sign up e-mail John at john@primawine.com.

ANTIPODEA DI PRIMA

Two bottles for up to \$80 a shipment
10 shipments a year

David Perry is one of the most renowned experts on Aussie wine this side of the equator. The discoveries he chooses for Antipodea are simply incredible, usually winding up later has some of the most sought after anywhere. If you have a taste for Down Under, this is definitely for you. For more information or to sign up e-mail David at david@primawine.com.

CONSORZIO DI CALIFORNIA

One bottle up to \$85 a shipment *ships monthly*

Franco Cassal watches the goings on in our North Coast very carefully. He makes it his business to keep his finger on the pulse of the newest and most exciting projects and obtain small amounts of wine for his club members. If wines like Paloma Syrah, Tresspass Cabernet and Relic Pinot Noir resonate with you, this is where you want to be. For more information or to sign up e-mail Franco at franco@primawine.com.

Stress free HOLIDAY ENTERTAINING

What really makes a party is your ability to communicate your sense of hospitality to your guests. What better way to say "great to be with you" than to put something truly delicious into their mouths? Time is often an issue, however. So are space, equipment and a plan to pull it all off without losing your cool. Here are a few tips:

1.

Keep it simple. Do things you're confident doing and you know won't kill you.

2.

Stock up on the ingredients you'll need to make tasty things happen. You're going to buy stuff anyway; do it now while you're still sane.

3.

Imagine your worst entertaining nightmare happening that evening. Now imagine yourself having a great time! There, nothing can get you now.

In truth though, real stress free entertaining is the kind you do somewhere else. Come on in to PRIMA and I'll take care of all the details for you! If you still want to go it alone though, try a few of the products we've put out in the wine shop as flavor boosters.



COOK REAL ITALIAN! WE HAVE A GREAT SELECTION OF AUTHENTIC SPECIALTY FOOD ITEMS IMPORTED BY MANICARETTI.

in the KITCHEN with PETER

PETER CHASTAIN *Chef & Owner*

Fuyu PERSIMMON, GORGONZOLA and MOSTARDA DI BALSAMICO

"SANDWICHES"

Fuyu Persimmons, (*the crunchy kind*) peeled and sliced
Gorgonzola Picante
*Acetaia Leonardi Mostarda di Balsamico
Wooden tooth picks

Place a small lump of gorgonzola with some mostarda on a slice of persimmon and skewer another slice to it. Arrange attractively with other small bites on a platter.

VENISON INVOLTINI with TRUFFLE BUTTER AND Aged BALSAMICO

1 piece "Denver Leg" Venison
I prefer New Zealand Cervena Venison-ask your butcher
Butter
*Truffle Oil
*Olive Oil
*Acetaia Leonardi Aged Balsamico Tradizionale

Season venison very well with salt and pepper. Sear in very hot olive oil on all sides but leave rare. Soften some butter and season with salt and truffle oil. Make bite sized slices of the meat very thin with a sharp knife. Spread truffle butter onto one side and roll up. Display and dress with a few drops of the balsamico

* available at PRIMA and other fine establishments.