

The Grapevine



Vol. 27 No. 4 • Winter 2015

**“Give me wine to wash me clean of the weather-stains
of cares.” – Ralph Waldo Emerson**

Photo © Colin Mack-Allen, CCM

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Host Letter



John R. Schuler, CCM

Dear Wine Society Members:

It is time to kick up our heels and get ready for the CMAA 88th World Conference on Club Management and Club Business Expo in San Antonio, TX. This event affords the Wine Society membership a whole host of educational and entertaining events for networking and congeniality in our Society!

Our Pre-Conference Workshop on Sunday, March 8 will encourage attendees to engage as a Witness to the Wine Revolution and Beers of the World. Kevin Zraly of the Windows on the World Wine School and Garrett Oliver of The Brooklyn Brewery will lead this multi-faceted session. The morning session will begin with Zraly discussing his professional experience at Windows on the World in the aftermath of 9/11, followed by major changes worldwide in the wine industry over the past 40 years. Members will taste and explore eight different varietals from eight different countries in depth. During a three-course food and wine pairing lunch, attendees will enjoy four wines. Zraly will discuss each wine in detail while discovering how wine and food work in concert to elevate your culinary experience.

Following lunch, Garret Oliver will lead an exciting session that he calls "Modern Craft Beer for the Beverage Professional" and will focus on flavor profiles, food affinities and how to understand craft beer and to achieve the Holy Grail combination of "Happier Customer + Higher Check Average." Take a tasting trip with us around the world as we explore the intricacies and nuance of beer. Wrapping up the day, Zraly and Oliver will engage in a lively discussion with a Q&A on how beer and wine compete in the marketplace, current trends, what makes consumers favor one beverage over the other and challenge your ideas of perfect food pairings. It is not too late to register for this event!

Wednesday, March 11, will be a full day for the Wine Society with the Wine Society Business Meeting in the afternoon and the Wine Society Dinner that evening. The Annual Business Meeting begins at 2:00 p.m. and will feature a presentation from Justin Baldwin, Founder of JUSTIN Vineyards and Winery of Paso Robles, CA. Read more in Society Happenings on this event and how to RSVP.

The Wine Society Dinner will take place that evening at San Antonio Country Club. We look forward to the hospitality of Marvin A. Jones, CCM, and his amazing staff. Hats off to Tom Czaus, CCM, CHE, and Terry Anglin, CCM, CCE, for all of their hard work in the planning of our marquee annual event!

2014-2015

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Chapter and Member News

Florida Chapter of CMAA Hosts Historical Wine Tasting and Presentation Event

The Florida Chapter was fortunate to host George Muller from Riedel Glass, along with George Taber, Wine Book Author, for a memorable wine tasting with Riedel Glassware for 150 CMAA members attending the FLCMAA Summer Conference on Marco Island, FL.

Mr. Muller and his family have been actively involved in the glass industry since 1730 in the province of Lorraine, France. The tradition has continued in the United States since 1870. For more than 30 years, he has taught at various colleges and culinary schools on the history of wine and glassware. In addition, he has conducted wine and glass tastings, as well as seminars, throughout the world. Muller is a consultant for several well-known glass companies including Tiffany & Co., and has had an ongoing relationship with Riedel Crystal for more than 30 years.

Taber was a reporter and editor with Time magazine in the United States and Europe for 21 years. In addition to being a reporter, he has written several books about wines. Amongst his best work is the book, *Judgment of Paris*, which revolutionized the world of wine forever. His story about the tasting has been called "the most significant news story ever written about wine." The book was published in 2005 and it depicts the events that took place during the 1976 Blind Tasting in Paris, France, in which young unproven California wines won both the red and white categories by an all-French panel of judges over some of the best proven French wines of their time. The result was the catalyst that put California wines on the map, as well as the inspiration for the 2008 Hollywood movie, *Bottle Shock*.

Mr. Muller presented the history of glass in society and how wine glasses and bottles had evolved over the years. Taber went into his discussion of the *Judgment at Paris* when the California wines prevailed against the best from France.

During the education, Mr. Muller representing Chaine des Rotisseurs, presented George Taber the Academician Medal for only the third time in its history.

L'Academie Brillat-Savarin is a society within the Confrerie de la Chaine des Rotisseurs, whose mission is to recognize outstanding professionals involved in the preparation of food, food critics, educators, writers and scientists, as well as amateur connoisseurs dedicated to promoting the education of fine food and wine. It was presented by Georges Muller, Chancelier Delegeue, L'Academie Brillat-Savarin to Mr. George Taber.

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Photo © Beth Sargent

Please send your club or chapter wine-related news to Editor, Melissa Low,
at melissa.low@cmaa.org for inclusion in a future edition.



Florida Chapter of CMAA Hosts Historical Wine Tasting and Presentation Event

(continued from page 3)

Ramsey Jones, On Premise General Sales Manager for Johnson Brothers Liquor Company, along with Eric Anderson, Marketing Manager for E&J Gallo Wines, provided the notable information on the wines and tasting notes for all the wines represented at the tasting. The club managers were treated to Whitehaven Marlborough Sauvignon Blanc, William Hill Coastal Collection Chardonnay, Bridlewood Pinot Noir Monterey County and a Louis Martini Cabernet Sauvignon from Napa Valley. These wines showcased exceptional taste profiles while

delivering the value all managers can bring back to their respective clubs and membership.

A special thank you to Beth Sargent, Managing Director of the Florida Chapter of CMAA; David Somers, CCM, CCE, CAM, Education Chair of the Florida Chapter, and Wine Society Member; Rico Alcala, Food & Beverage Director, Heritage Oaks Golf & Country Club; and AJ Constantine, VP of Sales Gourmet/Specialty Stores for his help with the Riedel Glassware.

City of New York: History of the Argentine Wine Industry

Jean-Luc Deguines, General Manager, Knickerbocker Club, New York, NY

On October 16, members of the CMCNY explored the history of the Argentine wine industry and the important role that the Catena Family plays in the past, present and future of Argentina. The event was held at the Century Association and was led by Kendra Forsythe, the Brand Manager for the Catena Family of Wines. The Bodega Catena Zapata has been elevating Argentine wine for 110 years.

In the 1980s, Nicolás Catena Zapata was the first to see the potential of Mendoza's mountain vineyards for producing high quality wines. In the early 1990s, he developed the first Argentine Malbec clonal selection, known as the Catena cuttings. In 1994, Nicolás became the first Argentine to export Malbec that could stand with the best wines in the world. He was awarded the Decanter Magazine's Man of the Year award in 2009 and the Wine Spectator Distinguished Service Award in 2012, in recognition of his pioneering work in modernizing viticulture and winemaking in Argentina. Nicolás' vision led to Catena being the first Argentine wine to receive more than 90 points from Wine Spectator (1994) and 98+ points from Robert Parker (for the 2004 Nicolas Catena Zapata). Today, Catena Zapata wines consistently garner high acclaim and are thus sought after by collectors and connoisseurs from around the globe.

Host Letter

(continued from page 2)

Don't forget our Silent Auction on March 10 and 11, and our Live Auction on March 10. This year's Auctions will feature a new style of bidding, which I know will help us raise more funds and enjoy highly competitive bidding. The auctions are a great way to not only bid on some incredible wines and support The Club Foundation, but to engage in camaraderie with fellow Society members over a glass of wine. Find out how you can donate, volunteer and bid in Society Happenings.

As the end of my term as Host draws to a close, I cannot thank those enough who serve on our Board of Managers for all of their hard work over this past year. It is their effort that has brought us our fine educational programs all year and of course, in San Antonio. I would also like to extend my sincere thanks to the National office for all they do each year for the IWS. For those of you who don't know, National keeps this Board of Managers on track and focused. Finally, I would like to thank all of those who have come before me and played a role in establishing the International Wine Society as the premier society within CMAA. I am proud to have served as your host and look forward to continuing to contribute in the years to come.

Here's to toasting you in San Antonio next month!

With thanks for your continued support,
John R. Schuler, CCM

Society Happenings



Don't Forget to RSVP to the Annual Wine Society Business Meeting at Conference

The Wine Society Annual Business Meeting and Education Session will be held during the 88th World Conference on Club Management and Club Business Expo in San Antonio, TX, on Wednesday, March 11 from 2:00 p.m. to 4:30 p.m.

The business portion of this event will include the election of the Wine Society Board of Managers, the announcement and recognition of the Wine Society Chapter of the Year, the Wine Program Awards, the Warren L. Arseneaux Honorary Scholarship and the annual membership recruitment awards. It will also include the perennial favorite – the annual Wine Test.

Following the business portion of the event, Justin Baldwin, Founder of JUSTIN Vineyards and Winery of Paso Robles, CA, will speak to the Wine Society Members. He will review his journey from banking to the wine world, a review of the Central Coast of California and the current economic state of

the wine industry both domestically and abroad.

The session will end with a tasting of his wines, including the acclaimed ISOSCELES Bordeaux blend.

Individuals who only wish to participate in the Business Meeting do not need to RSVP. Chairs will be available at the rear of the room.

Current Wine Society members who want to participate in the education portion must RSVP online at <http://www.cmaa.org/wsrsvp.aspx>.

IMPORTANT: Reservations will be forfeited ten minutes after the start of the session. Individuals who do not RSVP will be seated on a space-available basis ten minutes after the start of the session.



Calendar

March 8-12

CMAA 88th World Conference on Club Management and Club Business Expo
San Antonio, TX

March 8

Pre-Conference Wine and Food Workshop
San Antonio, TX

March 10-11

Annual Silent and Live Wine Auctions
San Antonio, TX

March 11

Annual Business Meeting
San Antonio, TX

March 11

Annual Wine Society Dinner
San Antonio Country Club
San Antonio, TX

More Information about these and other Wine Society events is available at www.cmaa.org/winesociety.



Get Involved in This Year's Wine Auctions

The 2015 Wine Auctions will be held in conjunction with the 88th World Conference on Club Management and Club Business Expo in San Antonio, TX, March 8-12, 2015. The Wine Auctions have raised more than \$500,000, with all proceeds benefiting The Club Foundation.

This year's auctions, of course, will not be a success without the support of CMAA members. There are several ways to participate in these exciting events.

Donate

Regardless of whether you are attending the World Conference on Club Management and Club Business Expo, the easiest way to get involved is to donate to the auction. The Per Capita Bucky Award Winners typically donate \$100 wholesale value per chapter member and the Overall Bucky Award winners typically donate more than \$20,000 in wholesale value.

Donations should be shipped to the clearinghouse no later than Thursday, February 19, 2015. Please complete the online donation form and include the packing slip at time of shipping. For more information and the donation form, please visit www.cmaa.org/wineauction.aspx.

2015 Wine Auction Clearinghouse

IWS Auction Donation
Attn: Marvin A. Jones, CCM
San Antonio CC
4100 N. New Braunfels Ave.
San Antonio, TX 78209

Volunteer

Are you attending Conference? Volunteer to help set up and work the auctions – it's a lot of fun! Help is especially needed during set up, the Live Auction and Auction Shipping. Please e-mail Sarah Bal at sarah.bal@cmma.org if you are interested.

Bid

Conference attendees will notice that this year's auction will be very different. In an effort to streamline the auction process, The Club Foundation and International Wine Society Annual Auctions will move from paper and pencil

to an online platform. To help us with this transition, we've employed the experts at GiveSmart, a silent auction technology company.

Bidders can preregister for the auction by visiting www.cmaaconf15.auction-bid.org or in person with the swipe of their credit card.

Bidders will participate from their smartphone to place bids and set max bids regardless of their location at the Conference or the time of day. Bids can also be placed by text message and there are on-site mobile kiosks in the auction area.

Checkout will improve as you can pay your bill as soon as the auction closes. Just don't forget to pick-up your winning lots on Thursday, March 12.

Silent Auctions – Bidding will run from Tuesday, March 10 at 7:00 a.m. through Wednesday March 11 at 6:30 p.m. Bidders may view the merchandise in room 215, Concourse Level of the Henry B. Gonzalez Convention Center during the following dates and times.

Tuesday, March 10	7:00 a.m. – 6:30 p.m.
Wednesday, March 11	6:30 a.m. – 6:30 p.m.

Live Auction

Tuesday, March 10	6:30 p.m.
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Questions? Contact Us!

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www.cmaa.org/winesociety

www.facebook.com/groups/cmaawinesociety



The International Wine Society Would Like to Welcome Its Newest Members

Member:	Club:	Recruited by:
Alfred Abayomi-Cole	Chevy Chase Club	Greg C. Sheara, CCM
William J. Barry	Maidstone Club, Inc.	Kenneth J. Koch, CCM
Corbin Boyt, CCM	Heritage Club	Lewis Rosenbloom
Ian K. Church	Beaver Brook Country Club	
Don Crowe	Collier's Reserve CC	Frederick J. Fletcher, CCM
David Garfinkel, CCM	Woodland Golf Club	
Andrea M. Giffing	Lancaster Country Club	Scott E. Irwin, CCM, CCE
Jonathan Grooms	Ballantyne Country Club	
Rigoberto J. Headley	Encinal Yacht Club	
Jared Hopkins	Country Club of Rochester	Thomas M. Czaus, CCM, CHE
Kristopher Klinkbeil Jr.	Country Club of Rochester	Thomas M. Czaus, CCM, CHE
James Lynn, CCM	Wyndemere Country Club	
Matthew Malloy	Wyndemere Country Club	James Lynn, CCM
Kelvin Mauldin	Old Warson Country Club	
Sheena Nguyen	Interlachen Country Club	
Brooke Pope	Town & Country Club	Vincent J.C. Tracy, CCM, CCE
Daniel V. Porzio	Chevy Chase Club	Greg C. Sheara, CCM
Larry Steve Savvides, CCM	Mizner Country Club	Melissa Low
Christopher J. Signore	Country Club of Virginia	
Frank David Teets Jr.	Vasari Country Club	
Jean Thomae	Chevy Chase Club	Greg C. Sheara, CCM
Patricia L. Zambito	Country Club of Rochester	Jared Hopkins



By the Glass

Educate Yourself on Napa Valley Napa Valley Vintners

Educate yourself and your staff about what makes Napa Valley unique in the world of wine.

Napa Valley Rocks is an engaging program digging into what makes the Napa Valley America's premier winegrowing region.

It explores the unique geological formation of the valley, why it has the ideal climate to grow grapes, historical milestones and the tradition of leadership that is continued today.

These materials will further your understanding of Napa Valley and help your staff go and sell these important brands on your wine list. Visit www.napavintners.com/trade/napa_valley_rocks.asp today to learn more through The Napa Rocks Videos.

Also, on the trade resources page there are links to other educational materials to put you and your staff at the top of your game.

For more information, contact Amber Mihna at AMihna@napavintners.com.

The Spotlight On



It's All About the Angles | Napa Valley Wine Trip, July 27-31, 2014

Colin Mack-Allen, CCM, General Manager, Tavistock Country Club, Haddonfield, NJ

Hitting the road at 3:30 a.m. is not something I would set out to do on a daily basis. However on July 27, my wife and I began our adventure at precisely that time as we drove to Philadelphia International Airport to catch a flight to San Francisco. Upon landing, we would be picking up our lovely 15 passenger chariot for the next four days, along with eight members from Tavistock Country Club eager to explore the Napa Valley.

The idea was born years ago when I determined a trip like this would be a tremendous addition to the "member experience" as well as strengthen and grow the club's wine program. My intention was simple: guide a group of club members on a relaxing yet somewhat educational wine tour and if they managed to remain slightly coherent, we may just broaden their palates along the way. Who was I kidding? I have a very strong appreciation for both wine and golf. Seeing as my wife isn't a golfer and inevitably when I try to rationalize that I am going to be gone for a day or two or maybe more for golf usually it never ends well. So I figured a wine trip would be a much easier sell

than a golf trip. Over the years, I have tried many angles to sell her on golf, such as "golf is broadening my industry knowledge" and "I am also developing a membership bond." Until the day comes that she buys one of these arguments, why not plan a working vacation geared around what both the missus and I agree is a slightly expensive curiosity.

Approximately five months prior to our arrival that beautiful July morning, I set out to plan a relaxing, yet informative few days in the heart of California's wine country. I had the following to coordinate: 10 people, a 15 passenger van, 5 hotel reservations, 13 private winery tours, an afternoon on the Napa Valley Wine Train, several very quick stops along Highway 29 at Dean & DeLuca and Oakville Grocery for lunch on the go, and four distinct dinner restaurants. Fast forward five months to July and many fabulous wines and tours, delightful dinners and countless memories later, and the planning paid off. Behold the following highlights of our trip:

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It's All About the Angles

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Day One: Hess, Stag's Leap Wine Cellars, Trefethen, Delectus

Our first full day in Napa Valley was highlighted by an early morning drive up Mount Veeder to The Hess Collection where we were greeted with the 2012 Mount Veeder Chardonnay, which filled your nose with bright fruit and a very crisp finish which was absolutely perfect for our stroll through the hillside vineyards. In addition, we tasted through some of their current releases, Artein Series wines and finished with the rather eclectic art gallery.

The remainder of the day was primarily spent at Trefethen Family Vineyards tasting through their entire portfolio nestled up to an awesome tasting table constructed from the tree that once stood just outside the wineries front door. The historic building, which was originally constructed in 1886 as a wooden, gravity-flow winery, is now in the National Register of Historic Places as the only standing one of its kind in Napa County. An afternoon spent at a property which is meticulously maintained that produces wines for everyday consumption to one of my personal favorites, 2007 Halo. Finishing the afternoon was a stop at Stag's Leap Wine Cellars to go through their line of Cabernets. The group was split between S.L.V. and Cask 23 as the wine of choice but unfortunately the winery was not willing to open the bottle of 1973 so we could break the tie.



Day Two: Blankiet Estate

As there were many first time travelers to the Napa Valley, I decided that a casual tour up and back Saint Helena Highway via the Napa Valley Wine Train would offer a nice change of pace to the trip. The afternoon was relaxing, filled with many laughs and the meal was delightful. Following lunch, we took a short ride to Blankiet Estate and reveled in some of the most breathtaking views the Napa Valley has to offer. The winery, which began in 1996, is situated on the western foothills of the Mayacamas Mountains with the single vision of producing wines in the tradition of the great Bordeaux First Growths. Call them what you like, Super Seconds, Cult Wines, whatever. With the likes of Helen Turley and now Dennis Malbec overseeing operations, let me share that the proof is in the bottle.

Day Three: Grgich Hills Estate, Anderson Conn Valley, Caymus Cellars

A few days under our feet, slightly more educated, and a few wine club memberships later, why not start the group off with a glass of wine at 9:00 a.m.? It all sounded so good during the planning process, but what I didn't factor in was that the bar at the resort stayed open rather late. Thankfully Justin Hills was right on point with a glass of 2012 Grgich Hills Fumé Blanc to set the day back on course. He then led us on a tour, shared the history of the famed winery and how he looks to continue what his father helped to build.

The three mile ride off of highway 29 to Anderson Conn Valley will have anyone guessing where they are going

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It's All About the Angles

(continued from page 10)



and how long it will take to arrive. Thankfully for us, our guide for the afternoon was owner Todd Anderson, who was running late, which afforded our group a few bottles of Sauvignon Blanc in his absence. Upon his arrival, we spent the next four plus hours in the caves with Todd sharing his passionate thoughts on just about anything and everything. This passion and care is obviously carried over to the wines they produce as the 2011 Pinot Noir, 2010 Eloge and both the 2011 Estate Reserve and Signature Cabernets were all showing beautifully. The tasting was highlighted by Todd's second winery Ghost Horse; we sampled the 2002 Cabernet and 2008 Apparition Cabernet. I did my best to convince the group that with \$200 a person we could be enjoying a bottle of the 2008 at dinner that evening. They were not so easily swayed.

Anderson Conn Valley was a hard act to follow, but our final stop of the day was Caymus Cellars. The staff did a wonderful job sharing a variety of the Wagner Family wines and it was highlighted by the tasting of their 40th anniversary 2012 cabernet. Heading out of the tasting room, we spied a few cases of Grenache Blanc, which we were told was an experiment by one of the family members. I thought the bright acidity and minerality made for a very fun experiment!

Day Four: Cakebread Cellars, Joseph Phelps, Etude, Bouchaine

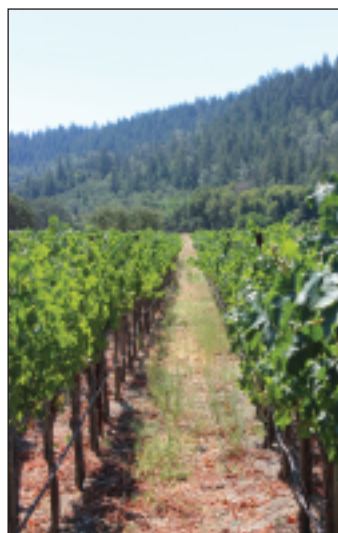
Our final day in Napa was spent strolling through the gardens at Cakebread Cellars sampling the latest releases.

The 2012 Rubaiyat was a very intriguing blend of Pinot Noir, Syrah and Zinfandel. While we were lucky to catch them in the process of bottling the 2012 Dancing Bear Ranch that day, we were not as lucky to share in any samples.

As we headed off to Joseph Phelps, we were greeted by Michael, the winery's lead wine educator, who led us through a rather technical approach on how to taste wine. As the winery was in the middle of an extensive remodeling, we cuddled up into the temporary facility and thoroughly enjoyed the tutorial along with a very nice comparison of 2005 and 2006 Insignia.

From there, we headed out to Etude and Bouchaine, and tasted on the elegant back patio of each, enjoying breathtaking vineyard views. Buchli, Bouchaine's Labrador and unofficial adopted mascot joined us while we made our way through their delightful wines. The 2013 Rose of Syrah and the 2012 Pinot Meunier were a perfect fit for midafternoon sun as were the 2011 Chardonnays, Chene d'Argent and Bouche de Beurre which we then blended together to make our individual versions of their Estate chardonnay.

The overwhelmingly positive feedback I got from our members during the time in Napa and was also echoed in the post survey upon our return was music to my ears! My intention going in was to make this an annual TCC wine



excursion provided that the members were satisfied with the trip. As the wine club offerings continue to roll in, the bantering e-mails and group texts amongst the group members continue to flow, I think the objective was met. Look out Oregon – September 2015 is on the radar! Maybe this time, we can work in some golf.



How to Win the IWS Wine Knowledge Test

Paul F. Anthony, CCM, CCE, Past Wine Society Host

Every year we present a challenging written and tasting test at the IWS Business Meeting and each year a group of “usual suspects,” along with several newcomers, advance to the final round. How do they do it?

First question is why do they do it? It can't be for the prize money (there is none), and let's face it the trophy/plaque, as nice as it might be, is no Claret Cup. (Catch the wine to golf tie in?) It could be for all the adoration showered on the winner, except, that really doesn't happen either. Speaking from experience, I'd suggest it is simply for the challenge. What could be better than cork dorks and wine geeks matching off in a basically useless test of wine trivia? In the immortal words of Eric Stratton and Bluto Blutarski, “This situation absolutely requires a really futile and stupid gesture be done on somebody's' part... and we're just the guys to do it!”

So how do you go about preparing? Obviously in the world of wine there is an endless ocean of trivia that your test maker can draw on. Studying would be a waste of time, unless you are already preparing for the Master Sommelier Exam or WSET's diploma program. We've already seen that our test is no match for an MS. Randall, who was at the time the only CMAA member to be certified as a Master Sommelier, is also the only one to ever score a 100 percent on the written exam. Still, there are things you can do to give you a better chance to advance to the tasting table.

First off, it is helpful to know in advance how the test is structured. To ease the scoring process (which is always rushed and pressure packed), the test is arranged in three sections from basic to advanced. You must pass each section in order to advance. But, we want as many candidates as possible to advance. There are more basic questions than intermediate, and more intermediate than advanced, allowing for a gradually decreasing margin of error. Don't obsess over the first section just because you know you've missed some questions.

Second, know the basics. If you want to win this challenge, you probably need to know how to make Champagne or where Pinot Noir comes from. We try not to stray into the obscure, but basic production and vineyard practices will always come up.

Current trends and the latest fads are important to anyone designing a wine list or program. Because of that, they are also important on the test. The *Wine Enthusiast* magazine that comes free with your dues is often a good source for up-to-date wine trends and happenings. I'd simply peruse the magazines as they arrive and know that there will be several questions pulled from this year's issues.

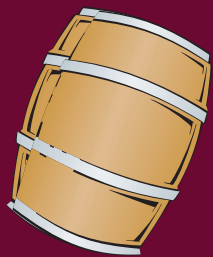
Understand the test maker's dilemma: how to make the test challenging without being ridiculously hard or being only about the test maker's preferences. He or she needs questions that are designed to challenge the basic cork dork from an internationally diverse market. Sort of like the Wine Spectator's online Wine Challenge. Every two weeks they post a ten question quiz that is rarely super difficult but is still challenging enough to be interesting. I'd bet that if you took those challenges and went back a year or two in the archives, you'd get a good feel for the kind of questions you'll face on our test.

Finally, the tie breaker. By the nature of what we are trying to do, it has to be a list of some kind in order to assure no further tie. Things like the 1855 classification of Bordeaux, the ten Grand Cru Beaujolais or the allowed grapes in Chateaufort du Pape have been asked on past tests. Do not spend a lot of time on this! We have yet to use the tie breaker.

So, I hope that helps those of you who are preparing to pick up the gauntlet. We really do want you to do well and to feel good about your wine knowledge without ever stopping trying to learn. Hopefully we will accomplish that once again in San Antonio. Oh, and yeah, how do you prepare for the tasting portion? The answer my friend is in the glass. Lots and lots of glasses. Enjoy!

Idea Fair

What is the Most Popular Wine Program at Your Club?



We offer to our members the opportunity to purchase wine "at cost" with a \$10 per case service charge that contributed to the Employee Holiday Fund.

Bill Johnson, CCM, CCE, University Club of Portland, Portland, OR

We have a "wine of the month" club. Small fee per month – I select a red and white each month which is delivered to their locker or other designated location.

Sarah DeRosa, Paradise Valley Country Club, Paradise Valley, AZ

A creative and carefully chosen By-The-Glass selection provides our membership with a great glass of wine at the best price. The selections typically rotate every six months so that our beverage director is able to take advantage of volume discounts and special vintage closeouts that provide better value and a greater margin. While the old standards are still available for those who request them, our staff is trained to offer a blind taste to the membership alongside the new selections. Most often, the new selection is preferred with a better price point.

Eric Gregory, CCM, San Gabriel Country Club, San Gabriel, CA

Our membership loves our Tuesday night half-price wine nights – which is a value added benefit and we have a Celebrate the Grape wine series for the year and do quarterly wine dinners/tastings.

Nadine D. Rockwell, CCM, Annapolis Yacht Club, Annapolis, MD

Wine & Tapas every Thursday – includes three hors-d'oeuvres paired with three wines. If you stay for dinner, the wine and hors-d'oeuvres are free.

Jason Asbra, Big Canyon Country Club, Newport Beach, CA

The most popular wine program at SDYC is called the Darren and Terry Show. Darren Denny is our Executive Chef at the club. Each month, I select a topic for the dinner which may be a particular winery or a theme such as Wines for Spring. Three to four wines are selected and I provide Darren the flavor profile of the wine, as Darren does not drink. He then structures a menu based on my observations and the event is marketed to the club. We keep the price at \$50+ per person so it is not a large money-maker but rather showcases the talents of our chef and introduces the members to new and different wines. I describe the wines and why they were paired with a particular dish and offer other additional wine education tidbits, many of which are included in the Wine 101 course that I have taught at two World Conferences. Darren then comes in to talk about the food and we provide recipes for the items. The event almost always is a sellout. The result is that the club's cover counts have gone up year by year and the club's wine revenues were up by 13 percent over the previous year.

Terry Anglin, CCM, CCE, San Diego Yacht Club, San Diego, CA

This discussion is excerpted from the CMAA International Wine Society's Facebook Group. Join the conversation at www.facebook.com/groups/cmaawinesociety.