MENTELLE NOTES

THE NEWSLETTER OF CLOUDY BAY AND CAPE MENTELLE

Wine and Firkins

Some things are fundamental. Alan Saunders ponders the wonder of wine and sex.

After a first kiss, whatever you say will, as one of Martin Amis' characters observes, necessarily be cinematic. The same is true when you pour your first good bottle of wine at your first dinner party together. You can say something about the wine, "this is a rather interesting little chablis" or you can say something about the occasion, "I've been saving this wine for somebody really special" - but anything you say is overwhelmingly likely to have been said before by many, many people, quite a few of whom will have been fictional characters in books, plays or films.

Nor will silence save you from cliche. Here's the same Martin Amis character - hornily adolescent Charles Highway, hero of *The Rachel Papers* and of my early manhood - wordlessly doing the honours, probably to the sound of late-middle period Beatles: "Now, as an opener, I decided to try something *rather* ambitious. I rose, poured out drinks, held her eye as we sipped, took her glass away. You really need to be six foot tall for this, but I gave it a go anyway..."

You, by the way, are a man. I'm sorry, and I'd be very happy for things to be otherwise, but this seems to me to be one of those areas where men are expected to be in command, or to pretend to be. Taking her glass from her is a way of taking the initiative; showing off your knowledge of wine is another way of doing the same thing. There are women - I know there are, because I've met them - who taste wine with care, swish it around their mouths, smell corks and so on, but they do so (disappointingly) only because of their passion for wine, not because they're passionate about the person in front of whom they're displaying such passion.

No, when wine is an instrument of seduction, it is a male instrument. And this is odd, really, when you reflect that, sooner or later in any discussion of alcohol and sex, somebody will quote the porter from the Scottish Play. He, you may recall, said that it provokes the desire but takes away the performance, which, from the male point of view, is just about the size of it.

What more is there to say, once we've said that alcohol depresses some of those higher brain functions that govern social behaviour, but that it also causes narcosis and loss of motor control?

When wine is an instrument of seduction, it is a male instrument.

Well, there might be just a little more to say than this. After all, why should we listen to the opinions on this subject of some lowly eleventh century Scottish domestic? In any case, he isn't really Scottish and he doesn't really come from the eleventh century; he's a seventeenth century

English idea of what an eleventh century Scottish porter was like, which means that we can probably assume that ale - already the tipple of the English working classes - is the relevant booze here.

Now, surely nobody ever got seduced over a bottle, flagon, firkin or can of ale. To me, beer, excellent drink though it can be when you're thirsty, has a sour taste and smell, evoking an atmosphere of blokey camaraderie entirely without eroticism. Wine, on the other hand, smells like what it is: a perfume, redolent of fruit or musk or cedar and sandalwood or, simply, of eager humanity. It will get you drunk and depress your mental facilities faster

than beer will, but the *idea* of wine, as distinct from its chemical reality, is the opposite of depressing. Wine is exciting, it's volatile and - above all, perhaps - it's ceremonial.

This is why it's no shame to be cinematic when you pour the precoital drop or finger the stem of your glass while it's being poured for you. *Of course*, what you're doing has been done many times before: that,

in part, is the point of doing it.

These things take skill: what you do and say should be familiar without being banal; the moment and the wine should be savoured and not treated simply as a station on the path to the inevitable (and frequently banal) conclusion. And, yes, I'm appallingly incompetent at this sort of thing myself, but at least, when it all goes wrong - when only the empty bottles and lipstick-rimmed glasses remain as a reminder of what might have been - I can always look forward to the prospect of a cleansing ale while I'm doing the washing up.

Alan Saunders, an unwilling self-confessed serial celibate wine lover works with ABC Radio National, and writes about food for the Sydney Morning Herald. His last dinner date wasn't silent and he lives in hope....

Glass Prejudice

by Sally Gudgeon

I drank some champagne from your shoe tra la la, I was drunk by the time I got through la la la...

TOM LEHRER

There are many ways of tasting wine. There are as many possible receptacles. Tom Lehrer's irreverent love song extolling the virtues of inebriation and foot fetishism suggests only one such alternative. Rumours abound of other exotic drinking practices - Grange Hermitage slurped from Vegemite jars, even the use of teapots ...

So how does the receptacle affect the taste of the wine? Do teapots alter

tannic structure?

A whole industry has been built upon the answer to these questions, to construct the preferred solution - the wine glass. With so many types of glass, from tumblers to goldfish bowls on stems, which to choose? How important is size? What about shape?

What type of rim?

To answer this plethora of questions, it's best to get back to basics, and the basics of wine tasting are Noses and Tongues. Enter Austrian George Riedel. A man who knows a lot about both, particularly the latter. His philosophy is that when designing a wine glass, form should follow function. The shape of the glass is vital, it should direct the flow of liquid to the taste zones of the tongue which are appropriate to the style of the wine. So let's examine the tongue's taste zones: the back palate is sensitive to bitterness and astringency, the tip of the tongue to sweetness,

acid is accentuated on the sides, and the underside of the tongue detects bitterness.

So, a glass with a slightly flared rim channels the wine to the tip of the tongue, bringing out the mellow, sweet fruit flavours. Tulip shaped glasses direct wine to the centre of the tongue, where the fruit and acid are most in balance. The rim is of vital importance too: a rolled edge only brings out the acidity, therefore a cut rim is preferable.

Now to the question of size. Is bigger better? Obviously the larger the glass, the greater the surface area of wine exposed, and with a few gentle swirls, the taster's nose is in for a treat. Intense, complex aromas are released, giving an opulent, full bouquet. A small glass inhibits the exposure to oxygen, and is therefore only preferable with very old wines, whose aromas are delicate and elusive.

Herr Riedel will go down in history as the man who redesigned the wine glass. But, the proof of the pudding is in its degustation, and there will always be moments when wines demand something more than a wine glass. So, root out those old teapots and Vegemite jars, you never know when you might need them.

Sally Gudgeon, Victorian sales representative for CMV wines has a growing collection of Vegemite jars.



MISSION IMPOSSIBLE..?

Calling all die-hard Cloudy Bay fans...to look deep into the recesses of their cellars, under the bed, in the garden shed - anywhere at all where there may possibly lurk a bottle of Cloudy Bay's inaugural vintage - 1985 - Kevin Judd's very first progeny.

You see, next year this wine of legends will turn ten - and Kevin hasn't got any bottles for the birthday party... honest! Described in MN at the time of its release as "a fine example of the pronounced and distinctive fruit flavour obtained from fruit grown in the more temperate climate of New Zealand's South Island," the first Cloudy Bay was an unexpected hit. Problem is Kevin didn't realise just how fine, and neglected to put a few aside for later.

Mentelle Notes will make any Sauvignon saver willing to part with their lovingly stored bottles of Cloudy Bay Sauvignon Blanc 1985 an irresistable offer ... So if you can help with Kevin's Mission Impossible, [and have at least four bottles] please call Roseann Rudd on telephone (03) 5728914 or fax (03) 5728065. Trade hoarder's enquiries also welcomed.

Opus Three

With the release *Pelorus 1989*, the third vintage of Cloudy Bay's premium sparkling wine, comes a sigh of relief from the winery. Why you may wonder? Well, winemakers do suffer the odd anxious moment when creating a new style... especially it seems a bubbly one. Those who have tried it will know that Pelorus is not your average sparkler...golden, rich and yeasty, it's more a rondo than a scherzo, a unique sparkling wine, and it's a goer!

Described by Sydney wine writer Huon Hooke as the "Antipodes' most distinctive fizz," the new *Pelorus 1989* follows in the successful steps of the '87 and '88 vintages. A taste will, if nothing else confirm Hooke's assessment - it's definitely not like any other Australasian sparkling wine. Californian winemaker Harold Osborne has produced a most individual style that stands out in any line-up of Kiwi and Aussie sparkling wines. For a start it is not handled with high-tech kid gloves. Rather, it is allowed to do its own thing. Warm ferments, feral malolactics, oak aging and three years on yeast lees all help produce this richly flavoured yet delicate wine.

One chap who never doubted Pelorus' success is the proud composer, Harold Osborne who sent the following notes from the Santa Maria Valley on California's Central Coast:

Pelorus 1989

"Pelorus 1989 displays a very fine bead and persistent creamy mousse. Richly developed citrus fruit aromas combine with vanillin and warm dough characters to create a complex bouquet. Fresh mandarins integrate with toasted coconut to a flavoursome, creamy palate"

continued back page...

The Young Guns

David Hohnen dusts off the crystal goblet for a look into Margaret River's future, in this concluding article on the region.

Take a look at this photo and the faces of the future, people with a few

things in common....

One They're winemakers. *Two* They may be important players in the Margaret River wine scene in the next twenty years. *Three* They'd barely done with dummy sucking when Vasse Felix planted the district's first classic varieties. *Four* They all wanted to be in *Mentelle Notes*.

It's a bit of a worry isn't it? Well, perhaps not. Margaret River is on a roll and its proven strengths bode well

for the future.

The district's major advantage lies in the stable and suitable climate which has thrust certain wine styles to the fore. Cabernet sauvignon, semillon, sauvignon blanc and blends of the latter two will always be the backbone of Margaret River, which has the opportunity to become the Bordeaux of Australia. Chardonnay, shiraz, pinot noir and verdelho are among other proven varieties set to play a role.

The tyranny of distance and economies of scale almost guarantee that none of the mega wine companies will establish wineries in the region. They will undoubtedly continue to source grapes and wine for Margaret River blends, but happily under recently legislated laws, the wines will be true to label and not blended with inferior wines, a practice guaranteed to undermine any region's claim for quality

and authenticity.

The Margaret River area will continue to be dominated by small individually owned wineries coexisting with an infrastructure that encourages increased wine oriented tourism. Already this synergy imparts a personality, a 'hand crafted' image that bears the stamp of the district and the individuality of the producer. These elements are equally essential in producing the variety and quality sought by discerning and sophisticated customers, and also serve to generate competition among winemakers, vital to ensure that the existing premium standards are maintained and improved.

Offshore the future for exports looks excellent, but an overseas market share is never assured. The larger wineries with the necessary financial resources and production volume must continue to make the running, which will require massive ongoing investment in additional vineyards, winery facilities, inventory and marketing. Certainly Cape Mentelle plans gradual growth to meet increasing international demand for Antipodean premium varietal wines.

The Young Guns: (rear) Mihe Gadd-Cullen, Virginia Willcoch-Redgate, Ian Bell-Moss Wood, (pan) Cirve Otto-VasseFelix, Mark Messenger-Cape Mentelle



However, the lure of export expansion should not be at the expense of local customers. It must be sustained domestically by both a strong reputation and good sales, for which Margaret River still shows significant potential.

On the viticultural front anything is possible. Previously unconsidered and unusual varieties should and will be trialled, drawn either from the state's already extensive gene pool or imported under the auspices of new enlightened plant quarantine regulations. Coupled with tissue culture techniques this now allows the replication of vines from almost anywhere in the world. It's technology which has encouraged Cape Mentelle to import zinfandel cuttings from a 100 year-old vine in Sonoma County.

Margaret River has the opportunity to become the Bordeaux of Australia

All this serious goblet gazing hasn't yet allowed for the wild cards and happily there will be a few; those zany go-getters prepared to chuck conventional wisdom out the window. Nor has it addressed the other inevitability - the 'Disneyland' factor, the legacy of the 'wine as art' fraternity, comedians with wallets as big as their egos, inclined to build winery edifices to honour their fine palates and perspicacity. May the sun shine on their gravel loams too, for in all life's endeavours there needs to be balance.

What of the future...? I'm confident that more great wines will continue to emerge from Margaret River, wines that will underpin the exciting developments of the district over the next twenty five years.

'ED LINES

Export news from CMV's London based Ed Berry.

What comes in a black Cherokee jeep, borne on a black lacquer tray with two flutes and smoked salmon sandwiches? Give in? A bottle of chilled *Pelorus 1989* - Cloudy Bay's bubbly which made its long awaited debut in London last month. Another Antipodean sparkler set to tickle Pommie palates...

Amongst the first English wine enthusiasts to sample Pelorus were visitors to the *International Festival of Fine Wine and Food*, a four day sipping and sampling session, the largest of its kind in Europe. Riding high on the crest of this culinary wave - Pelorus Jack, one time friend of Kiwi mariners, now the fayoured fizz of British Cloudy Bay fans.

Across the Atlantic Cloudy Bay is making more waves. US importer Clicquot Inc has fans clamouring for a taste of Cloudy Bay Sauvignon Blanc 1992. Some of them got a chance at the recent New York Wine Experience, the prestige annual vinothon which this year featured 170 of the world's top wines, among them Chateau Margaux, Mouton and Yquem, as well as that elusive Marlborough Sauvignon Blanc with the misty mountain label.

Should you be in New York and suddenly overcome by the urge for a sip of Sauvignon Blanc, head on down to the legendary Oyster Bar on Grand Central Station or 12th Street's Gotham Bar & Grill, (the sometime haunt of celluloid stars Jeremy Irons, Robert De Niro and Bill Cosby), two top spots where

Cloudy Bay can be found.

Of little interest to New Yorkers but of great interest to all the wine drinking Sven-Eriks of Sweden is the news that they too will soon be able to buy Cape Mentelle and Cloudy Bay from their state-run monopoly wine stores. It's taken time to convince the government's buyers of the virtues of CMV wines but indications are, the Swedes wont take too long to develop a taste for these latest drops from Down Under.

The wine drinkers of Dubai might take a little longer-but bottles of Cloudy Bay *are* now available from selected outlets to quench parched palates...

Cold Cure

Got the sniffles? Well grab a bottle of Cloudy Bay red and read on...

According to British medical researchers people who drink wine moderately every day suffer fewer colds than teetotallers. Apparently all it takes is two glasses of wine a day (or two stubbies of beer) to cut by half the likely onset of the common cold. If your favourite drop fails you and you're forced to reach for the vapour rub, the Cardiff research team still has good news. The colds of moderate drinkers often don't run their full course; they do in teetotallers.

The results, drawn from a sipping sample of 500, indicated that peoples' susceptibility varies, but temperate wine drinking appears to reduce the number and severity of colds caught. The bad news is that once you start sneezing, no amount of Marlborough or any other red, will get rid of it. But that well-aged bottle of Cabernet Merlot might just staye off the next one....

BRANAGH'S BAY

Inspiration comes differently to us all - but if the London Sunday Times is to be believed, boy wonder of the British theatre Kenneth Branagh might get his from drinking wine. Not, you understand, from sipping any old wine... but his favourite - Cloudy Bay Sauvignon Blanc. Hot on the heels of the release of his applauded film Peter's Friends and Much Ado About Nothing Branagh is preparing for his latest movie, Frankenstein.

While sipping a glass of chilled Cloudy Bay on set, he dropped a few words of vinous wisdom which MN feels duty bound to share. According to Branagh, "The art of acting drunk is to try to act sober, because that's what drunk people try to do." Budding actors take note!

SAVVY BLANC

International travellers headed for British Airways Heathrow Terminal 4 might like to note that the Seafood and Oyster Bar near departure Gate 9 dispenses briny marine morsels-oysters, lobster and salmon and glasses of *Cloudy Bay Sauvignon Blanc*. A perfect aperitif before the long haul home!



It was a bright sunny Sunday when guests recently gathered at 'Waimanu' in Auckland for Elevenses, to celebrate Cloudy Bay's new releases.

AW SHUCKS

Life can be tough in L.A.... read on:

"Much taken by numerous tastings of Cloudy Baywines during a recent visit to Australia, *Melba's* man in Los Angeles went in search of the fine New Zealand drop on his return to L.A.

Alas, not even the manager of Boulangerie, a fashionable Santa Monica store which stocks Australian and New Zealand wines, had heard of Cloudy Bay. Perhaps she could order some in for him our correspondent suggested. Some time later, the Boulangerie called to inform him that two cartons of Cloudy Bay awaited his collection and that would be \$US 750 (NZ\$1200) thank you very much. Mortified at being so heavily indebted to the best wine shop in town, our man finally found the courage to front up to explain that he had intended only to buy a few bottles.

He need not have worried. The manager had taken the liberty of breaking open a case and had been so taken with the wine that she had immediately commandeered the entire case for her own use. The rest had been sold to appreciative customers. And our man in L.A. still hasn't got his Cloudy Bay."

MN Ed's note: He has now. Reprinted by permission of the Melba Column, The Australian newspaper.

SEND 'EM MENTELLE IN THE U.K THIS XMAS

Know somebody who's been good this year? How about sending them an extra special Christmas surprise - a case of the much sought after *Cloudy Bay Sauvignon Blanc 1993*? Cloudy Bay's Santa has just sleighed in a special delivery to our London agent - as many cases as he could load on his trusty red sled.

Given Santa's largesse *Mentelle Notes* is pleased to offer readers the opportunity of sending family and friends in the U.K. a true Kiwi treat, a Cloudy Bay case of real Christmas cheer.

Place your order (on the form overleaf) before FRIDAY 3 DECEMBER and Rudolph will ensure pre-Christmas delivery. The listed case price (full cases only) includes VAT and delivery to mainland U.K.

If you would like to SEND 'EM MENTELLE at other times of the year, please telephone the winery on (03) 5728914 or fax (03) 5728065 for details.



A SPECIAL FESTIVE DOZEN

Those in the know, red nose or not, will be delighted to learn that again this year Cloudy Bay's Santa has called early to deliver a bumper stocking deal for all good *Mentelle Notes* readers. He and Christmas courier Rudolph can recommend this very special gift selection. Surprise family or friends with this classy case of Christmas cheer.

RUDOLPH'S MIXED BLESSING

Comprises four bottles each of three exceptional wines - the recently released Cloudy Bay Sauvignon Blanc 1993, the ninth vintage of New Zealand's wine ambassador, every bit as good as its applauded predecessors; the Cloudy Bay Cabernet Merlot 1991, hailed by U.K WINE magazine as "proof that New Zealand reds are being handled with increasing sophistication", a wine which stirs writer Stanley Harris to "thoughts of a quality young Bordeaux". Just the tipple to accompany that Xmas turkey! And finally for sugar babies-four bottles of Cloudy Bay Late Harvest Riesling 1991 a real favourite of London Sunday Times Joanna Simon. (see Latest Drops)

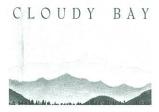
This mixed blessing is guaranteed to satisfy every keen imbiber, especially at the cheering Christmas case price of \$261.20 Be sure to order your Cloudy Bay blessing early, so busy Rudolph has time to fill your stocking!

MUSTS

Marlborough Wine & Food Festival

Saturday 12 February, 1994
Brancott Vineyard, Blenheim
Booking & Enquiries:
Freepost 85
Box 498 Blenheim
Tel: (03) 577 8877 Fax: (03) 577 8866

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If you cappreci	or a friend within New Zealand would iate receiving a copy of <i>Mentelle Notes</i> please complete this coupon. end to: PO Box 376, Blenheim.
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PRICE LIST & ORDER FORM

CAPE MENTELLE

NOVEMBER • 1993

Wine	Description	Price per Case	Price per Bottle	Amount Ordered	Cost
Pelorus 1989	Brims with rich complex citrus fruits and a lasting fine creamy mousse - the sparkling quintessence of Marlborough.	6-pack \$219.00	2-pack \$73.00		
Cloudy Bay Sauvignon Blanc 1993	Gooseberry and spice and all things nice! Sip and savour all summer with seafood, salads and somebody special.	\$232.80	\$19.40		
Cloudy Bay Late Harvest Riesling 1991 (375ml)	Lime zest combined with apricots and figs. Luscious with a citrus zing - liquid marmalade.	\$261.00	\$21.75		
Cloudy Bay Cabernet Merlot 1991	Ruby red ripe berries, hints of black olive and light cedary oak. A firm claret style to enjoy now or cellar five plus years.	\$289.80	\$24.15		
MIXED BLESSING	4 x CB '93 Sauvignon Blanc 4 x CB '91 Late Harvest Riesling (375ml) 4 x CB '91 Cabernet Merlot	\$261.20	N/A		
T-SHIRT OFFER Black White	Small Medium Large XL XXL	N/A	(inc. postage) \$25.00		
U.K. DELIVERY Cloudy Bay Sauvignon Blanc 1993	Please indicate your requirements below for delivery to the U.K. and include price in your total order. ORDER BEFORE 3 DECEMBER FOR XMAS DELIVERY	\$280.00	N/A		
	AMMILL	ADD FREIO	GHT COSTS (S	EE BELOW)	
	Order 3 Cases CLOUDY BAY T-SHIRT		(INCL	TOTAL UDING GST)	

SEND THEM MENTELLE IN THE U.K.

If you would like to surprise f a gift case of Clou (Prices include VAT and	ıdy Bay Sauvignon Blan	C.
Wine	Price per Case Delivered in U.K.	Amount Ordered
Cloudy Bay Sauvignon Blanc 1993*	\$280	
* Limited availability Address wines to be sen (Please print)	Total ut in U.K.	
Name		
Tel: ()		

DELIVERY

Freight Charges	Cost Per Case	
Metropolitan, Auckland, Wellington, Christchurch, Nelson	\$6.50	
Other Areas	\$10.00	

••••			Pos	tcode	
Tel: ()		(H)		(W
		er of Cloudy Bay		YES	NO
Signatı	ıre:				
TO TO A CT OT	TANCE DET	A ALAMO		American Exp	ress Diner

DELIVERY ADDRESS & INSTRUCTIONS

Note any special delivery instructions below:

Delivery Address:

PLEASE NOTE

- 1. Orders must be in case lots.
- Feel free to make up your own mixed dozen using the bottle prices listed.
 All prices are G.S.T. inclusive
 This order form valid until publication of June '94 Mentelle Notes.
 Send order with payment to Cloudy Bay Vineyards Ltd,

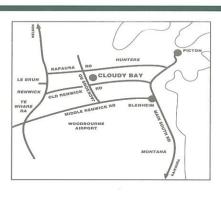
- P.O. Box 376 Blenheim, New Zealand or Facsimile (03) 572 8065
- 6. Only persons aged 20 years or over may legally order wine.7. Deliveries can only be made to a street address-not a PO Box or RD number.



Cloudy Bay Vineyards Limited

P. O. Box 376 Blenheim New Zealand

Tel: (03) 572 8914 Fax: (03) 572 8065



Cellar Door Opening Times

CLOUDY BAY

Monday to Sunday 10:00am - 4:30pm

It would be appreciated if groups would make a prior appointment

Champagne-like style.

For those who prefer bubblies which make a strong statement,

this is the antidote to bland battery-acid fizz." Huon Hooke, SYDNEY MORNING HERALD

Cloudy Bay Sauvignon Blanc 1993
"Winemaker Kevin Judd has delivered
again New Zealand's most internationally
recognised Sauvignon Blanc, and the
1993 is a proud flagbearer."
Ron Small, WINE REPORT

Cloudy Bay Cabernet Merlot 1991

"Proof that New Zealand reds are being handled with increasing sophistication.... bags of ripe, blackcurrant fruit and a streak of refreshing eucalyptus that, if you can keep your hands off it long enough, will certainly stand cellaring for another five years."

WINE, U.K.

"An elegant style in the Bordeaux mould...
Undoubtedly the finest red that Cloudy Bay
has produced, and well priced."
Paul Tudor,

NORTH SHORE TIMES ADVERTISER

"Tasted blind, could evoke thoughts of a quality young Bordeaux..." Stanley Harris, WINE & FOOD SOCIETY NEWSLETTER

Cloudy Bay Late Harvest Riesling

"Up to the high standards of its dry white predecessors...

it has mouthwateringly vivid, orangey fruit, the complexity, weight and opulence that botrytis gives and the lively sweet acidity that is essential if a sweet wine is not to be cloying." Joanna Simon, SUNDAY TIMES, U.K.

"A lovely wine...not a blockbusting toothrotter, rather a gentle, refreshing glass of
candied orange and apricot, with delicate
hints of botrytis. Clean, fresh acidity
prevents it from being cloying, and
the balance is superb, suggesting
that those who can keep their hands
off it for five years or more, may be in
for an even greater delight."
WINE, U.K.

Cape Mentelle Semillon Sauvignon 1993

"Extremely Loire-like - basil, nettles and citrus with a touch of textural oak astringency." Tim White, FINANCIAL REVIEW

Cape Mentelle Cabernet Merlot 'Trinders Vineyard' 1991

"A great example of what Margaret River does best - turns out superior cabernets." HIGHLY COMMENDED, PENGUIN GOOD AUSTRALIAN WINE GUIDE 1993 - 94

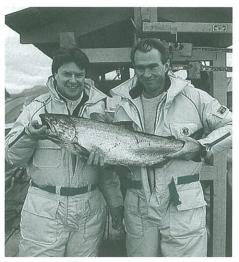
Reaching Canada

It's a long way from the banks of the Wairau River to the glass and steel skyscrapers of downtown Toronto. Cloudy Bay's Kevin Judd knows - he's recently been, but the days of the lives of travelling winemakers aren't as arduous as they might first appear. Just off the plane, Kevin was whisked by Cloudy Bay's Ontario agent Tony Hirons off to share the Canuck's passion - a baseball game.

And so started a fascinating week in Canada, a sophisticated wine market and one of increasing importance to Cloudy Bay and Cape Mentelle.

In an otherwise free and easy capitalist democracy, the sale of alcoholic beverages in Canada is tightly controlled. The minders are the provincial governments operating via the Liquor Control Boards (LCB's). This system is a legacy of prohibition, enacted nationally in 1917, two years after the USA and not before one or two distillers had amassed huge fortunes running liquor across the border. The provincial governments, obviously mightily impressed by the amount of money to be made in booze, took tight control of all purchasing and distribution of alcohol.

In the early days the government liquor stores looked like banks. Clerks served from behind security screens and bottles were displayed well out of reach. Your withdrawal was wrapped carefully in brown paper. These days the system is more liberal, with specialty wine shops stocking large international selections and licensed restaurants offering extensive wine lists. However the government has never lost sight of the revenue to be earned and Canadians pay dearly for their wines via import duties, excise



Ingo Grady and Kevin Judd clutch the one that didn't get away...

tax, GST, provincial liquor fees and provincial tax. Cloudy Bay Sauvignon Blanc for example retails for C\$21 (NZ\$28).

While the LCB's control all wine purchasing, agents can and do influence the demand for and development of particular wine brands. CMV's two able agents - Tony Hirons in Toronto and Ingo Grady in Vancouver - have done much to establish both Cloudy Bay and Cape Mentelle wines in the Canadian market.

By the end of the week Kevin was ready to take on the test of any tried and true Canadian wine salesperson, namely: First drink a bottle of Zinfandel, then make friends with an LCB buyer and having clinched a deal, go and wrestle with a Chinook salmon. Kevin reports the first bit was easy but the LCB buyer put up a helluva fight, and it ain't easy making love to a Chinook salmon....

NEW RELEASE Cloud Nine

As reported in the June edition of *Mentelle Notes*, Marlborough had one helluva hard 1993 vintage - the ninth for Cloudy Bay, and crop levels were substantially down. But typical Kiwi perseverance prevailed and the vintage crew plucked a great result from the jaws of would-be disaster.

At latitudes better suited to growing snowpeas, a year like '93 makes grapegrowers question the viability of their chosen task. But their recent experience in Marlborough bears out the contention that the slower the ripening, the more intense the varietal characters. Sometimes nature has a way of rewarding risk-takers...and if you buy a bottle of *Cloudy Bay Sauvignon Blanc 1993* you'll be treated to a taste of nature's beneficence - sheer intense fruit characters - from a year that made basket-cases out of winemakers.*

Feeling better now that summer is on the way, Kevin Judd had this to say:

Cloudy Bay Sauvignon Blanc 1993

"The Cloudy Bay Sauvignon Blanc 1993 possesses the hallmarks of a cool vintage. Intense fruit aromas of gooseberry, peach and mango combine with herbaceous and floral highlights. The palate is fresh and lively with mouthfilling fruit, crisp acidity and a long spicy finish."

* Limited stocks regrettably necessitate restriction of one case per mail order customer