



CHEERS

A HY-VEE NEWSLETTER



DID YOU KNOW?

Hy-Vee currently has three CSWs, Certified Specialists of Wine, a highly sought professional designation by the Society of Wine Educators that indicates an individual's mastery of wine knowledge. This issue features an article by one of our CSWs, Jamie Yudelson, a wine and spirits manager in Omaha, Nebraska.



FEATURE: VALUE HAS MANY NAMES

Recently, I have noticed changes in my customers' buying habits. It seems they are enjoying their meals and wine at home more often than dining out. My customers ask me every day, "What is the best value bottle in my price range?"

Although we'd all love to find the unicorn of wine—that magical bottle that costs \$10 and drinks like \$100—it just doesn't exist.

Do not fret, though; there are some fantastic bottles of wine out there in every price category. The greatest benefit to shopping at a Hy-Vee Wine & Spirits is the helpful and knowledgeable staff there to assist in your quest for that perfect, value bottle.

Whether you're a beginner or a seasoned wine connoisseur, the first thing you need to tell your Hy-Vee sales associate is what price range you are comfortable with and what kind of wines you have recently enjoyed.

There are two basic categories of wine: big, brand-name wines and smaller-production "boutique" wines. Brand-name wines are those easily recognized labels widely available in grocery stores. Boutique wines may not be carried everywhere, but they are gaining in popularity.

Some of my picks for each price category are listed below. Keep in mind, wine is a personal choice and everyone's taste is different. That's what is so fun about exploring new bottles. You never know what you'll find. As a wine professional, I believe that the following wines represent some great values in all price categories.

\$10 - UNDER

- UNITED STATES: Smoking Loon, Beringer Founders, Montevina, Hogue Cellars
- AUSTRALIA: Penfolds Koonunga Hills, Rosemount
- CHILE: Casillero del Diablo

\$11 - \$20

- UNITED STATES: Coppola, Frei Brothers, Kendall Jackson, St. Michelle
- CHILE: Concha y Toro Marques de Casa Concha
- NEW ZEALAND: Kim Crawford, Nobilo

\$20 - \$40

- UNITED STATES: Robert Mondavi (Napa) and Simi (Sonoma)
- AUSTRALIA: Two Hands

LESSER-KNOWN BRANDS

\$10 - UNDER

- UNITED STATES: Bogle, Castle Rock
- CHILE: Veramonte
- ARGENTINA: Conquista
- AUSTRALIA: Angoves

\$11 - \$20

- UNITED STATES: Hayman & Hill, EOS, Napa Cellars
- CHILE: Montes
- ARGENTINA: Pascual Toso
- ITALY: Antinori

These are just a few of my favorites that are available in many Hy-Vee stores. Always check with your wine & spirits manager to see if these or any of your favorites are available. Remember, your store's manager and staff are a great source of information to help you in your quest for that great value bottle.

Salud!



Written by Jamie Yudelson, CSW, North 156th Street, Omaha, NE



A GREAT FIND

Ravi Instant Wine Chiller

Actually, I would call Ravi an instant lifesaver. One night my husband was craving a glass of white wine to drink with his meal. Lo and behold, we didn't have the perfect pairing wine in the fridge, but we did in our cellar.

My husband was distressed that the wine wasn't chilled. He didn't know that I had recently purchased a Ravi and had stored it in the freezer for some time. I pulled it out and popped it into the bottle. Ha! He instantly became a happy camper.

The Ravi works for both red and white wines. You can obtain the desired temperature of your wine by adjusting the speed of wine going through the Ravi. A great year-round must have accessory, particularly for those long hot summer evenings! Get one now at your favorite Hy-Vee for \$49.99.

Written by Yalun Tsai, CSW, West Des Moines





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I ADMIT IT, I'M A HOP HEAD

If you are asking yourself, what in the heck is a hop head, then you are probably not familiar with Pale Ales or India Pale Ales (IPA). Come along with me as we explore the virtues of this very popular craft beer and soon you'll be a hop head just like me.

India Pale Ale came about during the 18th century as a result of brewers trying to overcome a very difficult problem, beer not keeping well on long ocean voyages. Keep in mind, this was long before refrigeration and brewers had really only two weapons against spoilage: alcohol and hops. Alcohol helped prevent bacteria that caused souring while additional hops kept the microbes at bay. This combination worked well for long storage times, like the ones experienced on merchant ships across great spans of ocean. It was a legendary recipe by a man named George Hodgson from the Bow Brewery in east London that made the journeys of ale possible so it would arrive in a very drinkable style.

IPA recipes have changed from brewery to brewery but the tag of "IPA" has remained the same. Interestingly, no brewer in India makes India Pale Ale today; they now focus primarily on lagers.

Hops are the primary ingredient in these wonderful ales. They are perfect for balancing the sweetness of the malt with bitterness, ultimately creating an ale with a fruity, citrus or herbal aroma and flavoring. Some of the widely used hops in today's popular IPAs are Cascade, Chinook, Columbus, Fuggles, Mount Hood, Nugget, Summit, Warrior, Willamette and many more.

I just happen to love good ale! I have a lot of personal favorites, but because of alcohol content regulations in Iowa, some of the best IPAs are not available in all Iowa stores. But here are a few, with some brief tasting notes.

From one hop head to another, cheers!



Written by Glenn McDonald, Wine Specialist,
Blairsferry Rd, Cedar Rapids Drugstore



Goose Island IPA 5.9%

This ale has big fruit up front, light malt in the middle and a relatively long finish of spicy notes.



Dog Fish Head 60 Minute IPA 6%

Strong citrus notes with a small hint of cedar on the nose, this IPA pairs well with spicy cuisine and, of all things, good old-fashioned pizza!



Wild Ride IPA 6%

There's grapefruit and light tangerine up front in this ale, with a moderate body and decent finish. One plus to this IPA is that it is a bit less bitter than most, making it a good choice for a first-timer.



Flying Dog Snake Dog IPA 7.1%

Made with both Warrior and Columbus hops, this IPA is my personal favorite. It is perfectly balanced showing great citrus flavors, including grapefruit and subtle spicy notes. A full mouth feel, floral nose and long finish make this IPA a must try.



MEET OUR SPECIALISTS



Jamie Yudelson (Omaha, NE)



Molly Gilmore (Chillicothe, MO)



Casey Langseth (Cedar Rapids, IA)



Matt Off (Marion, IA)



Bruce Long (Mason City, IA)



Tony Fuhmeister (Silvis, IL)



Don Fredregill (Fort Dodge, IA)



Bruce Murman (Fort Dodge, IA)



OUR DEDICATION

Hy-Vee is dedicated to professional service in wine and spirits. There are 290 certified wine specialists company-wide as of May, 2009. The number continues to grow weekly. To be a certified specialist, the trainees have to take 60 hours worth of classes and pass numerous exams.