

# **Connections from the Co-Chairs** Peter & Leslie Staffeld



This month we welcome <u>**Ann Vlot**</u> to the LVAWS Board. <u>**Ann**</u> will coordinate the monthly BYOBs, so if you have a suggestion as to a new location, please reach out to her: AnnV3@aol.com.

We are grateful for all of **Judi Roggie**'s work with LVAWS. While **Judi** is stepping down as our BYOB coordinator, she has agreed to remain on the LVAWS Board as liaison to the Northampton Chapter.

Speaking of BYOB's, in February two dozen members met at Teresas' for a fun BYOB. The restaurant was a last-minute switch because the planned location couldn't serve our large turn out! Thanks go to **Judi** for her quick

thinking and Teresas' for stepping up. The food was delicious and there was a lot of laughter on their heated patio.

Then ten days later we regrouped at the Carriage House in East Greenville for our monthly tasting. <u>Barry</u> <u>Isett</u> and <u>Kevin Campbell</u> took us to **Southern Rhone** for a fabulous tasting and articulate education.

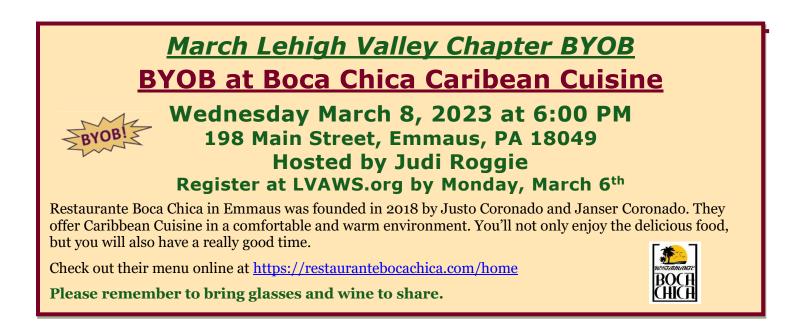
Both February events were successful, and details are in this newsletter.

This month we'll gather at a new location - **Boca Chica** - for a BYOB on Wednesday, March 8. Then on Sunday, March 12 **Shannon and Dave Tompkins** will treat us to a tasting of **Australian Wines** at Vivo Italian Restaurant. Note the 1pm start time.

We have a great Chapter because of the extraordinary people in the group!

**Cheers!** 

Peter and Leslie Staffeld



# March Lehigh Valley Chapter TastingAustralian WinesSunday March 12, 2023 - 1:00PM-4:00PMHosted by Shannon and Dave TompkinsVivo Italian Kitchen Restaurant4558 Crackersport Road, Allentown, PA 18104Cost \$45 per personRegister at LVAWS.org by Sunday, March 5th

Australia has the oldest continental crust on Earth which houses the world's oldest fossils, and these densely rich soils contribute to Australia's reputation as one of the world's prominent wine producers. With 60+ designated wine regions, Australia has established itself as a producer of lively, intense, innovative, and diverse wines. Our tasting of eight wines (including an icebreaker) will tour eight of Australia's wine regions.

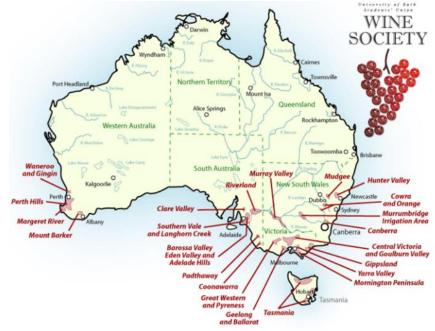
Menu includes a buffet of proteins, salad, pasta and pizza.

Please bring 2 wine glasses and wine to share. This tasting is limited to 40 people.

# <u> Wine Education – Suzanne Laverick-Stone</u> Australian Wine – It's What the Doctor Ordered

### 19 Crimes and a Bottle of Rum

Australia is the world's fifth largest wine producer, and it all began with convicts, doctors, and rum. In the 18th century, the English criminal system, in a bout of conscience, decided that certain crimes (19 in all) such as petty larceny, impersonating an Egyptian (??), stealing fish from a pond, or being an incorrigible rogue no longer warranted death. Instead, the criminals got one-way tickets and months-long voyages to a penal colony. At first it was colonial America, but the War of Independence quashed that, so off to Australia they went - men, women, and sometimes even children. In all, between 1788 and 1868, more than 160,000 convicts were transported to Captain James Cook's "virgin" lands. In



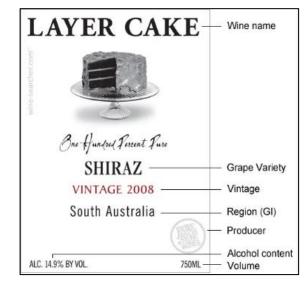
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fact, today, 20% of Australians can claim convict roots, and fun fact, 10% of Lavericks are Australian, which doesn't surprise me in the least. Now these folks were not wine drinkers. Vile seawater-contaminated wine was

provided to prisoners on voyages to prevent scurvy, but if given a choice, the convicts, mostly from Britain and Ireland, and their officer escorts, all heavy drinkers, chose rum as their poison, before a gradual shift to beer. The beginnings of a wine presence came from naval surgeons who noted that it would be advantageous to make wine for the prisoners' health, the colony's source of labor. Vines were brought on the first transport ship in 1788, but getting them to grow was often futile due to intense heat and humidity and the fact that convicts were not winemakers. Yet, through perseverance, wine was finally sold domestically in the 1820s and exported by 1830. Australia has no indigenous wine grapes but James Busby, a Scotsman, known today as the father of the Australian wine industry, successfully planted cuttings from Africa, France, and Spain, most notably French Syrah, in 1824 in the Hunter Valley (with some old *Shiraz* vines still thriving today). As Australia opened up to immigration, Swiss, Prussian, and Italian settlers brought wine-making expertise. Convicts weren't the only exploited people in the early history of Australian wine. Much like America, treatment of the indigenous peoples is a black mark. Aboriginal people were forced to work the vineyards, segregated from white convicts, and in 1880, the law allowed the owners to pay them in alcohol instead of wages, a practice that resulted in deeply engrained alcohol abuse.

# "You could fit England, Scotland, Wales, and Northern Ireland into Australia 30 times, and still have a bit left over." Sarah Knowles, MW

Australia is massive, and 40% is uninhabitably hot and arid, but there are six wine regions in mostly southern coastal areas with grape-loving mild summers and cool winters. Australian laws about labels require grape variety or wine style, alcohol content, volume, name and address of producer, and country of origin. The Geographical Indication system (GIs) includes 65 wineproducing areas: State/Zone (wines produced within a state or one or more regions within a state), Region (an area within a zone), and Sub-Region (a designated area within a region). The GI laws require at least 85% of the grapes to be from the region that is designated on the label. If the wine is a blend from two or three appellations, 95% of the grapes must be from the appellations listed and the proportions of the blend have to be displayed as a percentage. Registering a sub-region is costly and time consuming, which is why there are only 17 to date in all of Australia. The wine regions are as follows:



- New South Wales, the birthplace of Australian wine thanks to James Busby, is on the east coast, and includes 8 wine zones, 16 wine regions, and 3 sub-regions, with a variety of climates including coastal, alpine, and warm river, influenced by the mountainous Great Dividing Range. The Hunter Valley is warm, humid and rainy, but the Big Rivers, Mudgee, and Cowra regions are dry and require irrigation. The most common soils are clay, loam, and sandstone. The Lower Hunter region has some volcanic loam and other areas have basalt and granite. Key wine regions are the Hunter Valley, Canberra District, Murray Darling, and Tumbarumba, and the main wines are Semillon that can age 10-20 years, soft, high alcohol Chardonnay, and Shiraz with age ability and perhaps a touch of Brett, or Shiraz from the Hilltops region, comparable to Old World Syrah due to warm days and cool nights. The Mudgee region has the longest uninterrupted wine history in NSW, first planted in 1858 and never affected by the phylloxera that hit Australia in the late 19<sup>th</sup> century. Like much of Australia, large firms have a huge presence, but there are also small boutique wineries.
- **South Australia** has the most acreage under vine (52%) in the country. There are 7 wine zones, 19 regions, and 5 sub-regions. Some of the oldest vineyards can be found in this region, the most productive in the country. Diversity in geography and climate includes the hot Riverland interior and the cool coastal areas like Adelaide Hills, allowing production of a range of grapes including cool climate Riesling in the Clare Valley, and the storied full-bodied Shiraz or Rhône-style Grenache/Shiraz/Mourvèdre blends in Barossa Valley. With little rainfall, irrigation is essential, and due to the hot climate, Barossa winemakers often limit maceration time to prevent overly tannic wines. Soils in South Australia include terra rosa (shallow clay formed from limestone) in Coonawarra, limestone-marl in Adelaide and Riverland, and sandy clay loam in Barossa. Penfolds and Jacob's Creek are notable producers.

- Victoria has over 600 wineries, but is third in production with 15% of Australia's vineyard acreage, as there is little mass production. There are 6 zones, 21 regions, and 2 sub-regions. This area was hard-hit by the 19<sup>th</sup> century phylloxera epidemic, and did not really recover until the mid-20<sup>th</sup> century. The diversity of topography and climate includes semi-arid in the northwest and temperate along the coast, with the Great Dividing Range in the center providing cooler temperatures; soils range from clay to deep sand. The Victoria area produces a ton of varieties, including Shiraz, Chardonnay, Cabernet, Merlot, Sauvignon Blanc, Viognier, Sangiovese, Pinot Noir, Pinot Gris, and Nebbiolo. Heathcote, with a temperate climate and 500-million-year-old Cambrian soils, produces a rich, high-alcohol Shiraz. Key regions are Yarra Valley and Mornington Peninsula, while Rutherglen is known for dessert wine.
- Western Australia is the country's largest state and the 5 zones, 9 regions, and 6 sub-regions are almost entirely in the cooler southwestern tip with Antarctic currents and off-shore westerlies. The topography is hilly, and rivers run through some of the key regions with deep sand over clay, dominated by ironstone gravel. This area has only 7% of the country's vineyard acreage, but the wines are considered high quality, winning key awards. The Swan Valley is the hottest wine production area in the world, so producers have gradually switched allegiance to Margaret River, cooled by the Indian Ocean, to produce Cabernet and Chardonnay. The Great Southern has a maritime climate, and is known for Riesling, Chardonnay, Shiraz, Pinot Noir, and Malbec.
- **Queensland**, in the top right corner of Australia, has the least acreage under vine in the country at .5%, due to high heat and heavy rains. For this reason, most vineyards are in the more temperate coastal southeast. This growing viticulture area has one zone and two official regions, the Granite Belt and South Burnett, but there are a few unofficial areas including Darling Downs, Gold Coast Hinterland, and Scenic Rim. The Great Dividing Range provides meso-climates and higher altitudes, but for the most part, high temperatures dictate grape selection, including Shiraz, Chardonnay, Semillon, Sauvignon Blanc, and Merlot. The Granite Belt has deep sandy, mineral-rich soils on two-hundred-million-year-old high altitude rock formations. South Burnett is the most northern region, with hot temperatures and droughts exacerbated by climate change.
- **Tasmania**, an island off the eastern coast of Australia, is a wine zone with three "unregistered" regions, Northern, Southern, and East Coast Tasmania. The island has only 1% of Australia's vineyard area, but as the southern-most state and the coldest wine region, it's highly regarded for sparklings, Riesling, Pinot Noir, and Chardonnay. Tasmania's wine history goes back to the 1820s, but the mainland's gold rush in 1851 halted production until the mid-1950s. Today, family-run wineries and corporate producers are getting notice. The island has a temperate climate and strong maritime winds, necessitating the use of perimeter screens to protect grapevines. Late harvests are the norm although global warming's effect is resulting in earlier ripening. Soils include igneous rock formations that protect wine regions from high winds and rain, and the lower slopes are ancient sandstone and mudstone, along with river sediment and volcanic rock.

Note: South Eastern Australia is a catch-all GI for wines from virtually anywhere except Western Australia.

### "Barossa's old vines are a rare and valuable resource." Robert O'Callaghan

Old vines are highly valued by the wine world, with their deep roots, lower yields, and better balance, but without a universally accepted definition, it's a "buyer beware" issue. Australia has many old vines thanks to the foresight of the South Australia region instituting a quarantine policy restricting importation of vines which saved them from the phylloxera epidemic of the 1800s, along with a cost-saving aversion to vine-pulling. The Barossa Old Vine Charter was created for the purpose of defining their "old vines": Barossa Old Vines are 35+ years, Survivor Vines are 70+ years, Centenarian Vines are 100+ years, and Ancestor Vine are 125+ years.

### "Can-do best sums up the Australian attitude to wine making." Jancis Robinson

The laws so embedded in Old World areas are not a part of Australia's story. Although the GI classification system provides some structure, winemakers are bound by few rules, and adaptation using pragmatism,

science, and technology is the norm. When the EU required them to stop using French terms on their labels (Burgundy, Claret), they started to accurately label their wines. Australians have embraced the use of screw caps for good reason. In the 1970s, they were sold inferior cork, the Old World's castaways. To combat cork taint, they began using airtight screw caps, and now, 90% of their wine is capped. Australians invented wine in a box called "cask wine," back in the 1960s, to use up excess, with fun Aussie slang names such as Chateau



Cardboard, briefcase, or goon sack. In addition, "cleanskin" wines with labels that do not indicate a winery or

winemaker are inexpensive big sellers. The industry is still working on the "critter" problem, that is, the once globally popular bold, high-alcohol Shiraz with quirky names such as Mad Hatter, and bargain-priced Yellow Tail with the famous wallaby label, that have lost their appeal as more wine drinkers look for premiumization; the industry needs to rebrand by educating the consumer about their broad range of non-commercial wines, not an easy task, as two-thirds of wine production and most exported wines are the domain of five large corporations: Accolade, Treasury (Penfolds, Wolf Blass), Pernod Ricard (Jacob's Creek), and Casella (Yellow Tail). Unlike Old World areas, Australian winemakers embrace technology. For instance, a labor shortage has encouraged mechanization, including grape picking and transporting grapes from all areas with refrigeration, a necessity in a large, hot place. Irrigation is common, and the heat in most places requires a scientific understanding of when to pick grapes, and whether to add acids, although winemakers are increasingly moving to natural practices. The Australian Wine Research Institute has been helping growers deal with the impact of climate change, especially bushfires, in their vineyards. In the commodities market, China, an importer of 40% of Australian wine, especially full-bodied reds, curbed trade in 2020, but restrictions are lifting.

### "Convict shame has become convict chic." Tim Barless



Australians are proud of their inmate legacy. *19 Crimes* is a bulk wine brand that celebrates the beginnings of the Australian wine industry and the transported felons who made it possible – even former convict Martha Stewart has a label, although her wine is made in California. High quality exports can be hard to find, but, as consumers learn more about Aussie wine, exports will increase. Shiraz is widely produced and is Australia's most exported variety, but other choices abound including powerful Cabernets, cool climate sparkling or still Pinot Noirs, Chardonnays that can be big and oaky or more restrained, Semillon with ageing potential, or perhaps a delicate Riesling to pair with your vegemite sandwich. We have those "incorrigible rogues" who committed one (or more) of the 19 crimes to thank. Cheers, mate.

Sources: Pinot File, Vol. 6, June, 2007; Halliday, J. 2023. *Halliday Wine Companion 2023;* <u>https://en.wikipedia.org/wiki/Australian\_wine;</u> www.wineaustralia.com; www.winemag.com/2021/04/06/australian-wine-industry-19-crimes; www.wine-searcher.com/wine-label-australia; https://en.wikipedia.org/wiki/Victorian\_wine;

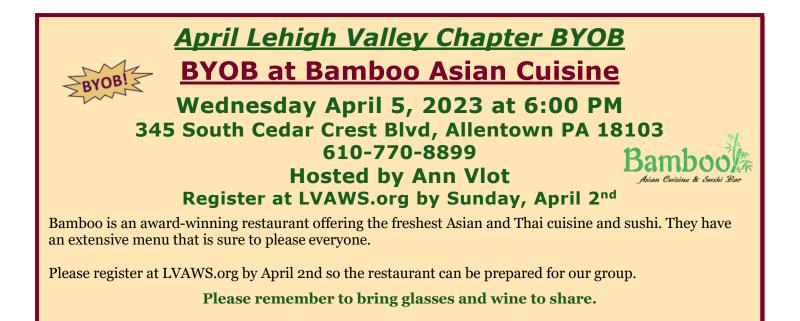
https://www.reddit.com/r/AskHistorians/comments/7nbfoz/i saw on a wine bottle that one of the crimes/;

www.forebears.io/surname/laverick#meaning; www.cambridge.org; https://en.wikipedia.org/wiki/Convicts\_in\_Australia; https://www.thewinesociety.com/discover/explore/regional-guides/australian-wine-ultimate-guide; www.wtso.com/blog/everything-you-need-to-

https://www.inewinesociety.com/discover/explore/regional-guides/australian-wine-untifate-guide; www.wtso.com/diog/everything-you-need-toknow-about-australian-wine; https://wineregionsaustralia.com.au/wineries-in-queensland/; https://en.wikipedia.org/wiki/Western Australian wine; https://winecompanion.com.au/wineries/tasmania;

https://en.wikipedia.org/wiki/New South Wales wine#:~:text=The%20Hunter%20Valley%2C%20located%20130,the%20Darling%20and%20Murra y%20Rivers.; www.australiangeographic.com.au; https://en.wikipedia.org/wiki/Tasmanian\_wine;

www.jancisrobinson.com/learn/wine-regions/australia; www.blomberg.com/news; www.barossawine.com/barossa/barossa-chapters-old-vines; https://www.terroirwines.us/australia.



# April Lehigh Valley Chapter Tasting



# **Wines of Puglia**

Saturday April 29, 2023 - 2:00PM Hosted by Joe Pugliese

**Teresas' Italian Restaurant & Pizzeria** 

6561 Tilghman Street, Allentown, PA 18106

### Cost \$55 per person

Register at LVAWS.org by Saturday, April 22<sup>nd</sup> Limited to 44 people

We'll be on the Patio at Teresas' Restaurant and tasting 12 wines.

- San Marzano Edda Bianco 2020
- Tormaresca Negroamaro Rosato Calafuria 2020
- Damati Red Blend 2021
- Tormaresca Trentangeli Castel Del Monte 2018
- San Marzano 62 Anniversario Primitivo di Manduria Riserva 2017
- Produttori Vini Manduria "Sonetto" Primitivo di Manduria Riserva 2016
- La Pruina Primitivo di Manduria 2021
- Varvaglione Papale Primitivo di Manduria 2015
- Piano Del Cerro Aglianico del Vulture 2016
- Tormaresca Aglianico Castel Del Monte 2014
- Schola Sarmenti Negroamaro 'Roccamora' 2020
- Schola Sarmenti Antieri Susumaniello 2017

Teresas Italian restaurant & pizzeria

Pizza will be served during the tasting followed by a buffet: Brochette, Penne Vodka, Veal Parmigiana, House Salad.

> Please bring 2 wine glasses and wine to share. This tasting is limited to 44 people.

# <u>May Lehigh Valley Chapter BYOB</u> BYOB at Teresas' Restaurant & Pizzeria



Thursday May 11, 2023 at 6:00 PM 6561 Tilghman Street, Allentown, PA 18106 Hosted by Ann Vlot Register at LVAWS.org by Monday, May 8<sup>th</sup>

Most of us remember and miss Pease Mio, a favorite BYOB that closed in December 2019. Another family-owned restaurant, Teresas', has opened at the same location and we have had a couple BYOB events at the new venue. Always a good time and good food, view the menu at <u>https://www.teresasitalianrestaurantpizzeria.com</u>



Please register at LVAWS.org by May 8th so the restaurant can be prepared for our group.

Please remember to bring glasses and wine to share.

# February BYOB at Teresas' Restaurant





# February Southern Rhone Wine Tasting Summary

When three wise men and eleven grapes gather what is the result? It's the Lehigh Valley Chapter February tasting of Southern Rhone wines hosted by <u>Kevin Campbell</u> with commentary from <u>Barry Isett</u>, <u>Mick Hasson</u>, and <u>Percy Dougherty</u>.

On February 18, fifty-two LVAWS members and guests met at the Carriage House in East Greenville for a wonderful tasting of 11 wines from the Southern Rhone region of France. **Kevin Campbell** co-hosted with **Barry Isett** to showcase these wonderful wines. Our three wise men-**Barry Isett**, **Percy Dougherty**, and **Mick Hasson** shared impressions of the region and stories of how they met. Did you know that Barry and Shirley Isett met Percy and Anne Dougherty on a trip to Southern Rhone? Thus came



the friendship and the expansion of the Lehigh Valley Chapter of the American Wine Society. Barry credits Percy for expanding the Chapter; and Mick went on to become National AWS President! All three members participated in the tasting - giving their insights as past wine judges and sharing stories. All in all, it was an exceptional tasting.

A buffet style dinner included Salmon with dill sauce, pork medallions Normandy, filet tips Burgundy with Pennsylvania Dutch noodles, green bean almondine, and twice baked potatoes. Dinner included a house salad, fresh bread and butter. For dessert we had a choice of apple strudel or chocolate chip cannoli. It was a delicious meal, and we learned a lot about wines from Southern Rhone.

### The Scores

Thirty-five score sheets had reasonable scores (between 11 and 20) for all ten wines. The average wine scores on each sheet ranged from about 14 to 18 out of 20. The top four scoring wines were in the last two parings. The top scoring wine was **#10 Domaine Durieu Lucile Avril (CS)** from the Chateauneuf region. Over half of the tasters had this wine as their highest rated wine of the tasting. There was nearly a tie for the next-highest rated wines between **#7 Domaine de Marcoux La Lorentine** from the Lirac region, which just barely edged out **#8 Granges Des Papes** from the Chateauneuf region. For the two white wines, more than half preferred **#2 Domaine des Senechaux**, and about a third preferred **#1 Cellier des Chartreux Chevalier d'Anthelme (CS)**.

|    |   |       | Avg.  | Std. |      |
|----|---|-------|-------|------|------|
|    | Wine & Appelation                               | Price | Score | Dev. | Rank |
| 1  | Cellier des Chartreux Chevalier d'Anthelme (CS) | \$12  | 15.7  | 1.6  |      |
| 2  | Domaine des Senechaux                           | 40    | 16.0  | 2.3  |      |
| 3  | Guigal  | 18    | 15.4  | 1.8  |      |
| 4  | Famille Perrin Villages                         | 13    | 14.8  | 2.0  |      |
| 5  | Chateau Courac Villages (CS)                    | 13    | 16.3  | 1.5  |      |
| 6  | Domaine les Ondines                             | 24    | 15.9  | 1.7  |      |
| 7  | Domaine de Marcoux La Lorentine                 | 30    | 17.1  | 1.6  | 2    |
| 8  | Granges Des Papes                               | 40    | 17.0  | 1.3  | 3    |
| 9  | La Cave l'Hallali Grand Reserve                 | 25    | 16.8  | 1.5  | 4    |
| 10 | Domaine Durieu Lucile Avril (CS)                | 36    | 17.9  | 1.3  | 1    |









See additional photos of tasting at end of Newsletter

# <u> Chairman's Selection – Kevin Campbell</u>

The variety and quality level of the Chairman Selection continues to be outstanding. I'm limiting it this month to four wines, but I could have written about many more. Dean will have plenty to choose from next month and there are a few Bordeaux reds I bet he selects.

I did not set out to have a theme this month, however, all four wines are from France.

I've been including Jean-Claud Mas wines in the Chairmen Selection column the last two years and here we go again. Last year I wrote "Each time I see a Chairman Selection from this producer I'm going to give it a try". So, with two Mas Chairman Selection wines available and our May tasting featuring Mas, I had to try them both. One is a Chardonnay and the other a Pinot Noir.

A few years ago, I also wrote about Celene Crémant de Bordeaux and it is back and in a pretty cool bottle. The fourth wine for this month is a 100% Gamay from the Beaujolais region that will surprise you with its tannins and dense structure.

All four are available in large quantities at any of the LV premium stores.

# Celene Cuvee Royale Crémant Brut – Non-Vintage

VARIETY/STYLE: White Blend COUNTRY: France REGION: Bordeaux RATING: WE90 PRODUCT CODE: 000079591 \$12.99 (quoted at \$25)

A rich, creamy mousse gives this wine a generous feel. The wine is rounded and full of fruit, apples balancing citrus. Drink now. — **90 Points Wine Enthusiast, September 1**,

### Kevin's notes:

Michele and I popped this one open to celebrate learning that our youngest daughter was pregnant. As you might expect on such an occasion, the bottle did not last long, but we really did enjoy it. It is made in the traditional method and as WE says, a nice creamy mouth feel. The bottle is pretty unique also. A great bottle to bring to a house party as people will think you spent a lot more than \$13!

# Selection de la Hante - 2020

VARIETY/STYLE: 100% Gamay COUNTRY: France REGION: Chenas, Beaujolais RATING: WE91 PRODUCT CODE: 000079517 \$13.99 (quoted at \$28)

This is a well-structured wine. Firm tannins mark and shape the red-berry fruits and acidity. A dense texture gives ripeness and a succulent aftertaste. -91 Points Wine Enthusiast, April 1,

### Kevin's notes:

When I hear Gamay and Beaujolais, I think of Beaujolais Nouveau, and this is definitely not that. Chenas is a Cru region within Beaujolais. If you have had the same experience I have had with Beaujolais Nouveau, give this wine a try and you will taste a whole other side of Gamay.





# Jean-Claude Mas Le Chardonnay L'Artisan - 2021

VARIETY/STYLE: 100% Chardonnay COUNTRY: France RATING: JS90 PRODUCT CODE: 000079574 \$11.99 (quoted at \$20)

Aromas of baked apples, apricots, lemons and stones. Some honeycomb, too. Full-bodied with a juicy, ripe and peachy palate, balanced by fresh acidity. Round and fruity.

- 90 Points James Suckling, April 28, 2022

### Kevin's notes:

If the bottle did not say Chardonnay, I would never have guessed it. Definitely not your typical California Chardonnay. Very fruity, yet it also has acid and no vanilla, butter or oak. Prior to reading the James Suckling description, I was getting pineapple. Now I can taste peach and apricot. This wine will be great on a summer afternoon, but I'm still having trouble believing it is Chardonnay.

# Jean-Claude Mas Le Pinot Noir L'Artisan - 2021

VARIETY/STYLE: Pinot Noir COUNTRY: France RATING: JS90 PRODUCT CODE: 000079575 \$11.99 (quoted at \$20)

Plums, lemons, cherries and dried flowers on the nose. Some button mushrooms, too. Juicy and fruity with fine tannins and crunchy acidity. Fresh finish.

- 90 Points James Suckling, May 4, 2022

### Kevin's notes:

If you have become accustomed to CA and Willamette Valley Pinots, this will initially be a shock to your taste buds, at least it was for me. Although James Suckling is saying juicy and fruity, I did not get that at all. This is old world Pinot. Lower alcohol (13.5) and understated with respect to fruit. It is lighter in both body and color than "new world" Pinot. If you are initially not liking it, stick with it, and appreciate it for being what it is, and don't compare it to CA and OR.

# Save the Date: Saturday, June 24 Paul Mas Vineyards

Peter and I have had the opportunity to hear <u>Pamela Whitmann</u> present at various AWS National Conferences. She works closely with <u>Jean-Claude Mas</u>, owner of <u>Paul Mas Vineyards</u>. <u>Pamela</u> represents Paul Mas Vineyards in the United States, and she has agreed to share these wines at our June tasting. <u>Bonnie and Dean Scott</u> have graciously agreed to provide their beautiful <u>Bergeist Vineyard</u> as the venue. We assure you that <u>Pamela</u> is incredibly knowledgeable! So, be sure **to save the date of Saturday, June 24.** Details will be in the April newsletter.

**Pamela Wittmann** brings a unique and unparalleled constellation of experience and expertise to her work publicizing and marketing wine and food clients and educating trade and consumers. Born in Paris to an American father and French mother, she majored in Chemistry and Biology in Paris before studying oenology at the University of Reims where she obtained her winemaking diploma. She started her career in Champagne and then in Sonoma before adding an MBA in marketing and communications to her training.





She was hired by Champagne Mumm to represent the label in New York for one year, and the rest is history. She became the first woman enologist to assist in blending Champagne cuvées at the Mumm cellars, then continued to break the glass ceiling by becoming Perrier-Jouet's first woman Export Manager to the United States and Canada.

**Pamela** got her training in marketing by joining an agency representing the hospitality industry: chefs, restaurants and cruise lines. She eventually founded her own agency Millissime PR & Marketing Services with clients initially from Champagne, Burgundy, Bordeaux and the South of France, and eventually Chile, Argentina, Italy, Spain, California and even Australia. She truly draws on the breadth and depth of her experience in the wine, public relations, sales, marketing and event planning industries but she also has a knack for bringing talent together to build highly specialized teams in order to reach her client's goals.

In 20 years, her company has represented accounts and budgets large and small, accompanied producers, regions and winemakers into their development in North America and her efforts were recognized by the French government as she received the coveted title of "Chevalier de l'Ordre du Mérite Agricole" in September 2020.

# Lehigh Valley Chapter Wine Tastings & Events

| <u>2023</u> | <u>Hosts</u>                                       | <u>Theme</u>                              |
|-------------|--|---|
| Mar 8       | Judi Roggie  | BYOB Boca Chica                           |
| Mar 12      | Shannon & Dave Tompkins                            | Australia                                 |
| April 5     | Ann Vlot   | BYOB Bamboo Asian                         |
| April 29    | Joe Pugliese                                       | Puglia <mark>**Note Change of Date</mark> |
| May 11      | Ann Vlot   | BYOB Teressa's                            |
| May 15      | Michele & Kevin Campbell                           | Loire Valley                              |
| June 24     | Bonnie & Dean Scott and<br>Leslie & Peter Staffeld | Paul Mas Vineyards                        |
| July 14     | Lisa Mancuso & Chris Zajacek                       | Reustle- Prayer Rock Vineyards            |
| August 5    | Julie & Mick Hasson                                | LVAWS 50 <sup>th</sup> Anniversary        |
| Sept 17     | Ann Vlot & Matt Green                              | Burgundy                                  |
| Oct         | Kate & Alex Korch and<br>Leslie & Peter Staffeld   | Blind Tasting                             |
| Nov 9-11    | National AWS Conference                            | Missouri                                  |
| Dec 10      | Jan Thomas and Committee                           | Holiday Party                             |

### Promoting wine appreciation through education

# National AWS News – Leslie Staffeld



The Director of Membership, Carrie Garczynski, invites members to join Uncork & Discover on **March 13** 8pm for a one-hour snapshot overview of the AWS. We will have some board members, project leaders, and a whollata fun people! Don't forget the wine ~ a glass of your favorite juice required! Mark your calendars for future Uncork & Discover: June 12, Sep. 11, Dec. 11 (8pm) Zoom link: https://americanwinesociety.zoom.us/j/88918256590

We look forward to swirling a glass with you!

# National and Lehigh Valley AWS Dues

### YOU MUST JOIN BOTH THE NATIONAL AWS & THE LEHIGH VALLEY CHAPTER Both memberships run from January to December.

**National AWS Membership**: To join, you need to register with both the national American Wine Society (AWS) organization and a local AWS chapter. The national organization has a variety of membership plans available, but the most popular are an "individual" membership for \$49/year, and a "household" membership (for two people at the same address) for \$62/year. You can register for one or two local chapters. We ask that you select the Lehigh Valley Chapter as your *primary chapter*! You can sign up for national membership online at <u>AmericanWineSociety.org</u>.

Lehigh Valley Chapter AWS Membership: The Lehigh Valley Chapter has one membership level which is **\$10/year per person.** 

You can complete the form (below) and <u>mail</u> it (LVAWS Treasurer Joe Pugliese, PO Box 98, East Texas, PA 18046), <u>OR</u> you can individually visit <u>LVAWS.org and pay on-line</u>, <u>OR</u> you can individually go on <u>LVAWS.org</u>, sign in as a member, and then click the <u>Donations Tab</u> to pay dues for a spouse, family member, or friend.

Once you become a Lehigh Valley Chapter member you can register for all of our wine tastings, educational events, and BYOB dinner parties.

| Name(s)         |          |   |  |
|-----------------|----------|---|--|
| Email Address   |          | _ |  |
| Mailing Address |          |   |  |
| Phone #         | City     |   |  |
| State           | Zip code |   |  |

## Additional Photos from February Tasting





