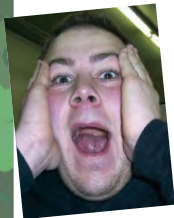


March is for Malbec Madness!



This is the month we roll back the displays in the front of the store and build the "Malbec boat"! Malbec is a grape varietal that was originally grown in Bordeaux and southwest France. This grape is prone to diseases,



MALBEC Madness: *n.* a major mental disorder of unknown cause, typically characterized by a refusal to purchase or imbibe any red wine beverage other than Malbec, or those based on Malbec.

frost damage, and rot, and was deemed more problems than it was worth. After a huge frost in 1956, Malbec was replaced in most French vineyards. The Cahors region of France remains the area where Malbec is a primary grape.

In 1868, Professor Pouet introduced cuttings of Cabernet, Merlot, and Malbec to Argentina. The hot climate and the irrigation help this grape varietal ripen fully to create rich, inky, complex wines with smooth tannins. Malbec compliments the beefy cuisine of South America, and flourishes in the high altitude of the Andes. Today there is over 25,000 acres of Malbec planted in Argentina, and Malbec is the third most planted grape in Chile.

We started tasting new Malbecs in January, and there will be some awesome deals on newcomers, previous discoveries, and a wide selection from France, Argentina, Chile and California. **In March, join the madness.**

Guilty about sipping Guinness on St. Patty's Day?

According to the *American Journal of Clinical Nutrition*, pre- and postmenopausal women who drank a beer or two every day had a greater bone mineral density in their hips and their spines compared to teetotalers.

Featured Chardonnay Naked \$9.99

By Charlie Master



The Four Vines "Naked" Chardonnay is one of the few unoaked Chardonnays on our shelf and we thought it was time to give this style a bit more recognition. Oak is typically used to impart the creamy, buttery and vanilla flavors associated with Chardonnay as well as give the wine more body, but it can also downplay the natural fruitiness and acidity in a wine.



Brisk, refreshing and bold in its rejection of oak, the Naked Chardonnay is the essence of sunny Santa Barbara, California. Luscious aromas and flavors shine bright without being hidden under a heavy cloud of oak.

Naked Chardonnay was fermented in stainless steel to preserve the wine's fruit character while aging on the lees for six months rounds out the mouth feel and adds a hint of Crème brûlée to the finish. With fresh aromas of guava and apricot, Naked Chardonnay defines warm weather in a glass. Juicy flavors of Granny Smith apple and yellow peach, along with a bright acidity and crisp finish will have you coming back for more and more.

Naked is a great wine to pair with lighter fare, such as a variety of seafood, roast chicken, or simply to sip on its own.

As the winery so eloquently put it: We don't care if you drink with your clothes on or off, just drink Naked.



Ben's Brew News

March Spotlight : Upslope \$7.81 per 6-pack

Are you in the mood for a wee bit of me gold? No not gold coins lads and lasses, Liquid Gold! You know as in beer the golden elixir.



Here in the beer department at Pettyjohn's you will feel like you found the end of the rainbow. We have a wonderful selection of your favorite craft beers from all over Colorado and the rest of country and keep adding as many new and exciting offerings that our already stuffed coolers can handle. Our spotlight brewery for the month of March is Upslope Brewing straight from Boulder. It must be your lucky month with core six packs on sale for \$7.81 Including the Pale Ale, IPA, Brown Ale and Craft Lager. Core twelve packs are also on deal at \$15.62 as well as the Mixed twelve packs for \$17.46. Upslope Brewing began with a home brewer named Matt, who had a lifelong dream of crafting premium beer for an active lifestyle. Then Matt met Danny who owned the world's southernmost brewery located in Ushaia, Argentina. Danny liked brewing beer down south just fine, but fell in love with a Colorado girl and had to follow his heart. Matt recruited Danny to Boulder and Upslope was born. After careful brewing and testing, they pumped out the first batch of Pale Ale for public consumption in the fall of 2008. Soon thereafter, they concocted brew No. 2 their tasty IPA. Now five beers in on the year-round line-up and another brewing facility later, they are still following Matt's dream and tapping into Colorado's active lifestyle by offering superior quality hand crafted ales in cans for the on-the-go beer enthusiast.

April Spotlight : Boulder Beer \$9.19 per 6-pack



Boulder Beer was started over ninety years ago in Billings, Montana, by two men who moved to Boulder and enjoyed drinking beer to conquer their fear of heights. APRIL FOOLS! While there is no evidence suggesting rock-climbing phobias, Boulder Beer has been around for a long time. The brewery received the forty-third brewing license in the United States and is the first microbrewery to celebrate over thirty five years of success. David Zuckerman, brewmaster and Pettyjohn's patron, joined the crew in 1990 and introduced the iconic Buffalo Gold brew to the growing selection. Boulder Beer's love of the home-brew has gained them much popularity with experimental fans and budding brewers. Check out their brewery on Wilderness Place in Boulder when you have some free time and try all their great brews. This April Pettyjohn's will feature Boulder Beer six packs for \$9.19 and twelve packs for \$17.46. Pettyjohn's has always supported Boulder Beer's vision of providing cutting-edge styles at a great price. Around this end of town they are most known for Hazed and Infused. An unfiltered beer, Hazed is dry-hopped to produce a sessionable and approachable hoppy beer. A new favorite and a recent addition to the Boulder Beer catalog is Shake Chocolate Porter. Using five wheat grains including chocolate wheat, this beer produces sweet aromatics and flavors of dark chocolate, coffee, and caramel. If you are looking for a big American West citrus flavor, Mojo IPA delivers. It's delicate balance of Amarillo hop bitterness and malt character is a smooth ride for its 7.2% ABV weight. Buffalo Gold is the lightest offering in terms of body, and a great way to show off your Colorado Buffalo pride! We hope you enjoy our April spotlight that hits so close to home. We love supporting our locale craftspeople in their endeavors of new, unique, and delicious beers. No Foolin!

Winery Focus - Charles Smith Wines



Ann with Charles Smith

There's something slightly embarrassing about me, that only a few close friends know. I turn into a whimpering "groupie" around wine makers that I admire. I have been next to famous sports figures and movie stars without much of a reaction from

me, but when I meet what I consider a famous winemaker; they just about have to call security. Charles Smith is one of those wine makers.

Charles Smith grew up just outside of Sacramento, in the foothills of the Sierra Nevada Mountains.

In 1999, he moved to the Pacific Northwest, opening a wine shop on Bainbridge Island, just across the Puget Sound from downtown Seattle. On a road trip in late 1999, he met a young Frenchman and winemaker in Walla Walla. The two men discovered their common passion for great Syrah and Charles was eventually convinced to move there and make his own juice. In 2001, Charles released 330 cases of his first wine, the 1999 K Syrah. The Walla Walla Valley was now his home.

Last year, Charles opened Jet City, a 30,000 square foot urban winery located in the Georgetown neighborhood of Seattle. This expansive, one-of-a-kind winery occupies the space that was formerly a Dr. Pepper bottling plant.

A self-taught winemaker, Charles is a true artisan and pioneer. In 2008, K Vintners was recognized by Wine & Spirits magazine as one of the "Best New Wineries of the Last Ten Years," and as "Winery of the Year" in their annual buying guide. In 2009 Food & Wine magazine awarded Charles "Winemaker of the Year" and in 2010 Seattle Magazine recognized Charles as their "Winemaker of the Year."

For the next two months we will be floor stacking Charles Smith's incredible Washington wines. The labels are easily recognized and there will also be new additions for you to try. Check these out- you'll understand why I almost get weak in the knees thinking about Charles Smith and his wines.



Wondering about those Petitions in the grocery stores?

The national big box stores and chains have launched an effort to get alcohol into their stores, AGAIN. Our state is the home for 1595 locally owned Liquor Stores, 287 Craft Breweries, 135 local Wineries, and 46 Distilleries. Most would disappear if this happens. Today, local retailers return 52% of their revenues back into the Colorado economy while national chain stores return 14% into our Colorado economy. For more

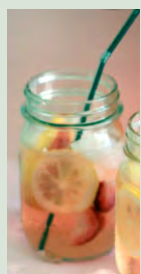


information on these petitions:
www.KEEPLOCAL.COM

Easter Brunch Drink Sparkling Sangria

Wow your holiday – and family

4oz. sparkling wine 2 oz. Cointreau
¾ oz. agave nectar 2 fresh strawberries
2 orange slices



Mix all the liquids together in a large glass or mug. Slice the strawberries in half. Put fruit in liquid retaining half a strawberry and one orange slice. Garnish with one orange slice and half of a strawberry. Makes 1 drink.

The True Star of Saint Patrick's Day

By Brady Brinegar



Saint Paddy's Day has become one of America's favorite drinking holidays. We dye our beer green and drink plenty of Guinness and Irish cream, but the true star of St. Paddy's day other than Saint Patrick himself is Irish whiskey. The two most popular Irish whiskeys are **Jameson and Bushmills**. Jameson is a fuller more leathery and robust whiskey. While Bushmills is a lighter whiskey with tastes of apricot and citrus. It is said that Jameson is the catholic whiskey and Bushmills is the protestant whiskey. But that's merely based on geography: Bushmills is from Northern Ireland (a predominantly Protestant region) and Jameson is from Cork – Catholic country. The most popular way to drink either of these two whiskeys on March 17th is the Irish car bomb, but there are many other great ways to enjoy Irish whiskey.

My own St. Paddy's Day drink, for instance, is something called a Pickleback, a shot of Irish whiskey followed by a chaser of pickle juice. As a pairing, that might sound less than promising, but here's the surprise: A Pickleback is simply awesome. Brine and whiskey make one of those mysteriously wonderful combinations, and it doesn't hurt that pickle juice is second to none in preventing dehydration (thus helping to stave off the post-St. Paddy's Day hangover). Still not convinced about the Pickleback? That's okay. Just skip the pickle juice and stick with the Irish whiskey, the true star of the holiday. If green beer and pickle juice aren't for you then stay home and make yourself a delicious Irish milkshake.

Irish Milkshake-

3 oz. cold espresso	1 oz. Irish whiskey
1/2 oz. coffee liqueur	1/2 oz. Irish cream
1 scoop vanilla ice cream	1 dash simple syrup

Place all ingredients in a blender and blend.

Taste Pinot Noir from Santa Barbara County. Join us Tuesday, April 26th at Carelli's

"No viticultural region in America has demonstrated as much progress in quality and potential for greatness as... the Santa Barbara region, where the Burgundian varietals Chardonnay and Pinot Noir are planted in its cooler climates."

Food & Wine, Robert Parker Jr.

It seems that just about every time I have the opportunity to taste a Pinot Noir from the Santa Barbara county, it lifts me off the floor.

The terroir of this region- the valleys that run east and west, cool ocean breezes, and unique soils make this an exciting wine region to explore and taste how it is expressed in Pinot Noir.

Santa Barbara is currently home to five American Viticultural Areas (AVAs), with at least two more on the horizon. Join us from 6:30 to 8PM, Tuesday, April 26, to taste seven outstanding Pinot Noirs, while enjoying Carelli's delicious appetizers. Seats are limited, \$35.00 per person, call Pettyjohns 303-499-BEER to reserve your spot. A credit card is required.

Featured Recipe

Chocolate Stout Cake

For the Irish in all of us!

1 stick butter plus 2 tbsp. melted	½ cup Guinness Stout
½ cup soft pitted prunes	3 ½ oz. chopped bittersweet chocolate
1 ¼ cups flour	¼ tsp. baking soda
¼ tsp. salt	2 eggs
1 cup packed dark brown sugar	1 tsp. vanilla



Preheat oven to 350. Using a 6 cup bundt pan, lightly brush pan with melted butter and chill 2 minutes, then butter again and chill while making batter. Bring beer to a boil in a small saucepan and add prunes. Remove from heat and let stand until most of the liquid is absorbed. Meanwhile, melt chocolate and remaining stick of butter together in a small heavy saucepan over low heat, stirring constantly. Sift flour, salt, and baking soda into a bowl. Beat together eggs, brown sugar, and vanilla with a mixer at high speed about 2 minutes- until thick. Add chocolate mixture and beat until just combined. Reduce speed to low and add flour mixture, mixing until just combined. Stir in prune mixture until combined well. Spoon batter into pan and bake 40 to 45 minutes, until a wooden skewer inserted comes out clean. Cool 10 minutes, then invert onto serving plate. Cool completely, at least 30 minutes and serve. Can garnish with confectioners sugar if desired. Serves 8 to 10.