

The

Chalet Party Shoppe Grapevine

Spring, 2011

Wine Classes Are Now Available

Did you know Chalet Party Shoppe now offers a series of wine classes that you are invited to attend for absolutely no cost to you? These classes cover a wide range of wine related subjects including wine language, sweet vs dry, and overviews of different wine regions. These classes are held at 6 pm, in the event room of our CR 17 location, by our Chalet Party Shoppe wine consultant, Stan Minden. All you need to do to get in on these classes is contact our CR 17 location at (574) 296-9704.

The deadline has passed

for the Wine 101, 201, and 202 classes, but you can still sign up for Wine 102, 103, and 203. You do not have to attend in any specific order. After this series of classes cycle through, we will offer the classes again later this year. As soon as the next dates are set we will have the information in all of our stores.

Chalet Wine Classes will cover the following subjects:

Wine 101: *Language of Wine*

Wine 102: *Which wines are Sweet vs Dry*

Wine 103: *Wine and Food Pairings*

Wine 201: *Overview of North America*

Wine 202: *Overview of Europe*

Wine 203: *Overview of South America, New Zealand, and Australia*



If you would like to get into the remaining classes, you can sign up for the following dates at 6 pm:

Wine 102 on April 18

Wine 103 on May 16

Wine 203 on April 11

Stay up to date on upcoming events, sales, and promotions by becoming a fan of Chalet Party Shoppe on Facebook. All you need to do is login to your Facebook account, then search for *Chalet Party Shoppe*. Once you have found our page, click on the 'Like' button at the top of the page. After you have done that all of Chalet's updates will appear in your Facebook news feed.

Thanks to everyone who responded and returned the "Chalet Wants to Hear from you card." We read them all and have already implemented some of the suggestions. We are enclosing the same card again and hope to hear from even more of our customers and friends. Once again there will be a drawing for two tickets to an upcoming Chalet Party Shoppe Beer or Wine Dinner of your choosing.

Tequila is much more than just what's in your favorite margarita, and with the upcoming *Cinco de Mayo* holiday approaching, we have decided to share some of the differences of *Cinco de Mayo's* favorite spirit, Tequila!

There are two basic categories of tequila: mixtos and 100% agave. Mixtos use no less than 51% agave, with other sugars making up the remainder. Legally, mixtos can contain caramel coloring, natural oak or Encino oak extract (holm or holm extract), glycerin, and/or sugar-based syrup. All of these non-agave ingredients are also the part of the recipe

for a hangover. In general, 100% agave means better quality, flavor, taste, and purity, and fewer congeners, no additives, and a lower chance of a hangover. If your bottle does not say 100% agave, chances are it is a mixto tequila. With 100% agave tequila, blanco or plata is harsher with the bold flavors of the distilled agave up front, while reposado and añejo

Tequila de Mayo!



are smoother, subtler, and more complex. As with other spirits that are aged in casks, tequila takes on

the flavors of the wood, while the harshness of the alcohol mellows. The major flavor distinction with 100% agave tequila is the base ingredient, which is more vegetal than grain spirits (and often more complex).

100% agave tequila is usually bottled in one of five categories:

Blanco/White/Plata/

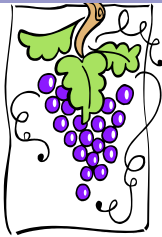
Silver: white spirit, un-aged and bottled or stored immediately after distillation, or aged less than two months in stainless steel or neutral oak barrels.

Joven/Young/Oro/Gold: a mixture of blanco tequila and reposado tequila.

Reposado ("rested"): aged a minimum of two months, but less than a year in oak barrels of any size.

Añejo ("aged" or "vintage"): aged a minimum of one year, but less than three years in small oak barrels.

Extra Añejo ("extra aged"): aged a minimum of three years in oak barrels.



The
Chalet Party Shoppe
Grapevine
P.O. Box 1147
Middlebury, IN
46540

Presorted
Standard
U.S. Postage Paid
Middlebury, IN
Permit No. 39

ADDRESS SERVICE REQUESTED

New Products for Spring



Handcrafted by Chris 'Ludacris' Bridges, Conjure is made from the ugni blanc grape from blends that represent a variety of Cognac regions in France. A highly unique blend of both young and old cognacs, Conjure has been aged in fifty year old oak barrels. The combination of Conjure's distinct blend and aged barrels provides an unparalleled complexity of smoothness, definition, and flavor. The first of its kind, Conjure features the full body and smooth finish of a quality French cognac combined with the mixability of a lighter spirit.

A party in a jar! Ole Smoky's Moonshine Cherries are an Appalachian party tradition. Each jar is hand-filled with fresh maraschino cherries soaked in Ole Smoky's 100 proof moonshine. Each cherry says a sweet hello followed by a warm goodbye. Once the cherries have disappeared, enjoy the remaining Cherry Moonshine straight up or create the ultimate Cherry Coke or Shirley Temple. Pick up a jar of Ole Smoky's Moonshine Cherries on your way to any party or simply keep them all to yourself. Good day? Have a cherry. Bad day? Have a cherry.



Jose Cuervo Tradicional Silver is the new, exceptionally crafted 100% Blue Agave Silver Edition Tequila that celebrates the start of a new Jose Cuervo Family tradition.

It's perfect clarity and crisp flavor is the result of using the same small-batch production method originated by Jose Cuervo in 1795. Under the supervision of our maestro tequilero, estate grown agave plants are slow-cooked and then double-distilled in small artisenal stills.



Ice Hole XXX is a blend of exotic fruit juices that make up a delicious and refreshing liqueur that is sweet and has a taste almost similar to that of grapefruit. It is great on its own, mixed with lemon lime soda or your favorite energy drink. Try mixing Ice Hole XXX with your favorite sparkling wine for a fruity, fizzy cocktail that will leave you wanting more.

Early Times is paying homage to its rich bourbon heritage with it's new Early Times 354 Bourbon. The bourbon is named after Early Times Distillery's federal permit, No. 354, which is the longest held federal permit in Kentucky.



Crafted with pure water, select grains, and proprietary years, carefully distilled, matured for four years in select oak barrels and bottled at 80 proof, it's the newest (and in a way, the oldest) member of the Early Times family.

New from Three Olives comes 'Dude' vodka. Certainly made with the soft drink Mountain Dew as a flavor target, Dude has a hard to forget name, a hard to miss florescent color and a flavor that most will recognize. It mixes well with an assortment of juices and certainly with a splash of soda and even ginger ale. It also mixes great with Red Bull for a 'bomb' shot. Dude is certainly a tropical blend of lemon and lime that comes real close to the taste of a Mountain Dew with vodka.



Chalet Party Shoppe's Five Featured Wines for your Easter Dinner

Looking for a great wine to serve with your Easter dinner? Chalet Party Shoppe has just made that a little easier for you. Our Wine Consultant has handpicked five affordable, great tasting bottles to compliment just about any food you are serving for your Easter Dinner. All five of these wines will be available at all seven Chalet Party Shoppe locations starting in April, if they are not already available. Stop in to find out more information on these wines.

Columbia Winery Gewurztraminer \$7.99

Region: Columbia Valley,
Washington

This wine is medium dry with spicy aromas of lychee fruit, grapefruit, and melons. It makes an excellent aperitif and is a fine choice with ham, turkey, smoked fish and spicy foods.

Light straw color with aromas of grapefruit peel and lychee nut on the nose which carries through to the palate. Floral, clove and melon notes round out the finish.

San Giulio Vino Novello \$10.99

Region: Italy

Served slightly chilled, VINO Novello is light enough in body to serve as an aperitif, soft enough in flavor to compliment light-tasting foods, high enough in acidity to go well with heavier foods, and simple enough that it will not conflict with all of those flavor-filled dishes you plan on serving at your Easter dinner.



Brassfield Pinot Grigio \$12.49

Region: Lake County,
California

Vibrant tropical aromas of mango and passion fruit pair with more subtle hints of coconut, ginger, fennel and star jasmine to make up this pinot grigio. Ripe peach and pineapple further enhance the delicious flavor profile on a perfectly balanced framework of acidity and minerality. This wine finishes with a supple and elegant mouth-feel. It pairs nicely with ham or turkey.

Frisk 'Prickly' Riesling \$11.49

Region: Alpine Valley,
Australia

It's a mouth-revving, lively Riesling that's light on its feet. You may detect notes of lemon sorbet, bath salts, and white lilies layered with spices from your favorite childhood pie shop. But you can't deny its raciness and versatility, siding up suggestively to food that's both sweet and spicy. Its intensity will slap you in the face, the oodles of length will have you scrambling for more.

Toad Hollow Goldie's Vines Pinot Noir \$14.49

Region: Russian River
Valley, California

This wine is ruby colored with an earthy aroma. It exhibits luscious flavors of red cherries and light strawberry, with a hint of roasted coffee. The finish is full of juicy raspberry providing for a long and lovely finish. This wine will pair up nicely with a variety of dishes you are cooking including lamb, ham, and turkey.

Budweiser Brewmaster, Angelo Fields, is coming to our CR 17 location the evening of April 19. Angelo has his BS in Chemistry from Penn State and has been with Anheuser-Busch for 6 years now. Not only will he be speaking about their beers, but there will be food from Lucchese's and many Anheuser-Busch brews including Landshark, Shock Top Raspberry, Stella Artois, and more to try. This will be a fun and educational time you will not want to miss! Cost is \$10 and you must RSVP by April 16 if you would like to attend. RSVP to our CR 17 location at (574) 296-9704.

Chalet Party Shoppe

Corporate Office & Store
309 N Main Street
Middlebury, IN
Phone: 574-825-9138
Fax: 574-825-4435
Email:
sales@chaletwines.com

667 CR 17
Elkhart, IN
Phone: 574-296-9704

1800 Cassopolis St
Elkhart, IN
Phone: 574-266-9463

2501 S. Nappanee
Elkhart, IN
Phone: 574-293-8285

2703 Caragana Ct.
Goshen, IN
Phone: 574-533-7718

245 Chicago Ave.
Goshen, IN
Phone: 574-534-1020

1830 Rieth Blvd.
Goshen, IN
Phone: 574-875-0077

COMING SOON!!!!

Chalet Party Shoppe
Express
2651 South Main St.
Elkhart, IN

***Eight Convenient
Locations
to Serve You!!!***

**Craft Beer Tastings
every Wednesday from
4 to 6 pm and Wine
Tastings every Friday
from 4 to 6 pm at our
Cassopolis Street
location and our
Caragana Court
location.**

**Beer Geek every
Thursday from 4 to 6
pm at our CR 17
location.**

Upcoming Tastings & Events For April, May, and June 2011

4/1	4-6pm	Bacardi Silver Malt Beverage Flavors @ SR 19
	4-6pm	Premium Spirits Tasting (Cuervo, Crown, Godiva) @ Middlebury
4/7	4-6pm	Three Olives Dude Vodka & Wine Tasting @ Chicago Ave
4/8	4-6pm	Craft Beer Tasting @ Middlebury
	4-6pm	Boxer Light Tasting @ Chicago Ave
4/14	4-6pm	Easter Wine Tasting @ SR 19
	6-8pm	Easter Wine Tasting Event @ CR 17
4/15	2-4pm	Ole Smoky Moonshine Cherries Tasting @ Middlebury
	4-6pm	Beer Tasting @ Rieth Blvd
	4-6pm	Chi Chi's Cocktails and Chat Ste Michelle Wines @ Middlebury
	5-7pm	Easter Wine Tasting @ Cassopolis Street & Caragana Ct
4/19	Evening	The Budweiser Brewmaster is coming to CR 17!!! See the article on the bottom of the Easter Wines page for more details and RSVP info!!!
4/21	4-6pm	Easter Wine Tasting @ Rieth Blvd & Middlebury
4/22	3-5pm	Wine Tasting @ Middlebury
	4-6pm	Organic Wine Tasting @ SR 19
	4-6pm	Easter Wine Tasting @ Cassopolis Street
4/28	6-8pm	Craft Beer Tasting Event @ CR 17
4/29	4-6pm	99 Schnapps Flavors @ SR 19
5/5	4-6pm	Cinco De Mayo Tasting @ Middlebury, Rieth Blvd, & SR 19
	6-8pm	Mother's Day Tasting Event @ CR 17
5/6	4-6pm	Chi Chi's Ready to Drink Cocktails and Pearl Vodka @ SR 19
5/7	2-4pm	Craft Beer Tasting @ SR 19
	5-7pm	Mother's Day Wine Tasting @ Caragana Ct
5/13	4-7pm	One Year Anniversary Tasting Event @ Cassopolis Street
5/14	All Day	Anniversary Sale, Raffle, and Giveaways @ Cassopolis Street
5/20	4-6pm	Admiral Nelson Rum and Columbia Crest 2 Vines Wine @ Middlebury
5/21	2-4pm	Patriotic Tasting @ SR 19
5/26	4-6pm	Ready To Drink Cocktails Tasting @ Rieth Blvd
	4-6pm	Spring Wines @ Middlebury
5/27	4-6pm	Picnic Wine Tasting @ SR 19
	4-6pm	Spring Craft Beer Tasting @ Middlebury & Chicago Ave
6/3	3-5pm	Spring Craft Beer Tasting @ Middlebury
6/9	4-6pm	Summer Wine Tasting @ Rieth Blvd
6/14	5-7pm	Patriotic Tasting @ SR 19
6/17	3-5pm	Craft Beer Tasting @ SR 19
	5-7pm	Father's Day Tasting @ Cassopolis Street & Caragana Ct
	6-8pm	Greg Norman Wines and Evan Williams Tasting @ Middlebury
6/21	5-7pm	Summer Wine & Beer Tasting @ SR 19
6/30	4-6pm	4th of July Tasting @ SR 19 & Rieth Blvd