**From:** jeff@farmstead.biz
**To:** Schaaf, Libby
**Subject:** News From Farmstead: Tastings, Wine Picks Newsletter
**Date:** Monday, February 17, 2014 9:20:07 AM
**Attachments:** powerphplist.png

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February 17, 2014

Dear Friend of Farmstead:

**Cheese of the Week: Reading Raclette** Made by Spring Brook Farm, the folks behind Tarentaise, Reading Vermont Raclette is the result of a recent trip to England by cheesemakers Karli and Jim Hagedorn. There, they were inspired by a program that taught city children about farming.

Once home, they created the Farms for City Kids Foundation, a program that brings students from nearby cities, most of whom have never had the chance to travel, up to the farm in southwestern Vermont to spend time learning while helping out.

The farm has a small herd of Jersey cows, vegetables, orchards and a maple sugar house that gathers from over 3,000 taps. Cheesemaking has recently been introduced as a means of financially supporting the foundation, and the Spring Brook Farm cheese house is designed with a glassed-in viewing area so the students can watch the cheesemakers while they work.

Every delicious wheel of Reading, a washed-rind cow's milk cheese helps support the foundation, which brings urban preteens to the 1,000-acre estate for a week of learning in an agricultural setting.

Tarentaise, the farm's signature wheel, is one of Vermont's most acclaimed cheeses, but it doesn't pay the bills. Spring Brook Farm milks only about 40 Jersey cows, not enough to support the cost of the ambitious educational program. So the creamery's management decided to buy milk from other farms to make a second cheese.

Two years ago, with the help of a French consultant - the same alpine cheese specialist who helped devise Tarentaise - Reading made its debut.

Reading is a semi-soft cow's milk cheese with a washed rind that imparts a hint of funkiness. The interior paste has a smooth texture with flavors of butter and nuts. This style of cheese is classically melted and served with roasted potatoes and gherkins. In the Swiss Alps, the cheese is also served alongside tea or other warm beverages;  here we serve it alongside wine.

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**Raclette Recipe.** A few years ago, I wrote an article on Raclette for the *Alameda Sun*...

"The weather is getting cooler, the days are getting shorter, it's time for some comfort food, and nothing says comfort louder and clearer than melting cheese.

Raclette is both a type of cheese and a communal meal.
The cheese is a raw, pressed, semi-firm, pungent cow's milk that melts easily without liquefying. Click here to read the rest of the article, including a recipe!

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**$$ Dollar Tastings $$:** This week at the Tasting Bars, we've got some great wines on tap for your *edumacational* and tasting pleasure - we're featuring our Classic Club wines.

- **Garofoli Verdicchio *Podium***
- **Luli Pinot Noir**
- **Santa Magdalener *Huck am Buch***
- **Januik Red Wine Blend**

That's right, you can taste **four wines for a Dollar!**

We pour wine in Alameda on Thursdays and Fridays 5:00-7:30 and Saturdays 2-5; and in Montclair Village on Fridays from 5:00-7:30,  Saturdays from 2-5, and Sundays from 11:30-2:30.

*By law all wine shops have to charge for their tastings* - so since you have to pay something anyways, why not taste at a shop where *all of the tasting fee* goes to one of **your local schools??**

Here at Farmstead, **all proceeds from our tastings benefit local schools**, with this month, monies going  to **Bret Hart Middle School**

**We ask a suggested donation of at least $1 per person per flight.**
(You can always put more in the jar if you wish - the schools will appreciate it!)

Last year, we donated nearly ***$13,000*** to local schools in direct donations and auction support! (and we hope to beat that number so far this year!)

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**Help a Friend.** Friend of Farmstead Suzanne (and customer in Alameda from our first week of business) has been attempting to bring her adoptive daughter home from Kyrgyzstan for OVER SIX YEARS. Finally, a crack has appeared in the ice, and she can bring her DIANA home. All she needs is some scratch to go and fetch her. Click, read, support, donate, and SHARE

**Wine Picks Newsletter** We started a second newsletter a few months ago focusing on one **discounted** wine per week.

These are wines that we purchased at a great price, found on closeout from an importer or distributor, or wines that we just want to move so we can step up to the next vintage. At any rate, they are great wines at a great price, so you should subscribe to it *post haste*!

We'll continue to post last week's offers in this newsletter for the foreseeable future but remember, the wine below **was offered *last week*,** and supplies are *always limited* on these wines**,** so the wine listed below just might not be available....

# How About *an Aussie Shiraz at 27% off ??*

This week's selection is ***Rubus Old Vines Shiraz,*** an old-school red wine that's a perfect accompaniment to roasts, stews, grills, cheeses and the like.

Rubus Napa Cab was our best selling wine ever, so we were super excited when Friend of Farmstead (and Wine Enthusiast's Importer of the Year) Fran Kysela started extending the brand with California Chardonnay and Zinfandel, Spanish Rosé and Australian Shiraz!

A blend of 98% Shiraz and 2% Viognier, this richly concentrated Barossa Shiraz is indicative of the style for which Australia's top production region is famous.

The wine is **dark in color, rich and dense**. There are ample tannins balanced by the **powerful fruit**. You will note the hints of

**blackberries, mint, and eucalyptus** flavors upfront and in the finish.

Try Rubus Shiraz-Viognier with rich dishes like lamb shank, Osso bucco, beef steak or roast duck.

"**Polished, supple and juicy, with red berry, black cherry, licorice and white pepper flavors, persisting nicely on the refined finish**. Drink now through 2017. 2,000 cases made."
90 Points *Wine Spectator*

***Was* $21 per bottle**
***now $17/btl* through the end of March**
**(while supplies last)**

# $16.15 each for 6 bottles *or*
# *$15.30 per bottle in a 12 pack!*

**(Bottles may be combined with other Farmstead wines to get to the discounted price. Prices valid through 3/30/2014, then back up to $21/btl)**

**Want Some?**
**CALL US!!** ***866 931 WINE (9463)***

or respond to this e-mail
either way, please have your credit card handy!

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Well, that's it for this edition of the Farmstead newsletter. We truly appreciate your continued support of our ***locally owned* and *operated, family run, independent business*!**

*Jeff, Carol, and the Farmstead Team: Andy, Craig, Don, Michael, Rachelle, Rod and Theron.*

**Forward to a friend:** Feel free to forward them this newsletter, or you can give a subscription by clicking **here**.

**Preferences:** To **change your email address**, sign up for our **new Farmstead Wine Picks newsletter**, please click this link.

**Unsubscribe:** If you'd like to permanently opt-out from receiving these newsletters, you may do so by clicking Unsubscribe. Your feedback is valuable, so please let us know why you're unsubscribing.

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**P.S.:** Did you know that we can **special order** wine for you? If we can track it down, we'll bring it in (generally, you'll need to commit to a case of the wine if it's something that we don't carry).

We also specialize in working with you to supply cheese and wine for your **parties**, **weddings**, large **events**, **fundraisers,** and **business meetings**.

We know **"party math"** inside and out, and can help you choose and purchase the right amounts for your special events! (Quantity discounts are always available).

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**P.P.S.: We Ship Wine!** Think of us for your out of town wine gifts. We make it easy for you to ship wines (where it's legal to do so) to your friends and family across town or across the country!)

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**P.P.P.S.:** Check out our Wine Clubs!

Follow us on Facebook, on Twitter, or review us on Yelp (Alameda and Montclair)!

**Subscribe** to our Wine Picks Newsletter!

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**P.P.P.P. S.:** We love referrals - you're our most effective marketing program!! So *please* tell your friends, family, and colleagues about what we're doing here at Farmstead.

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***Farmstead Cheeses & Wines***
*Artisan Cheese Fine Wine Locally Owned*

***Alameda Marketplace*** *1650 Park St Alameda CA 94501*
***Montclair Village*** *6218 La Salle Ave Oakland CA 94611*

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***Farmstead Blog***


**Our Motto: "Relax, It's Just *Food*"**

*"One of the Best Cheese Stores in the Country" - Gourmet.com*
*Best Wine Retailer '07-'11 Alameda Magazine*
*Best Wine Store '08-'10 - Oakland Magazine*

*Best Cheese Store '05,  Best Wine Store '07 - East Bay Express*

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