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# WINE, SPIRITS & FINER FOODS

# SPEC'S

## Update!

DEFINING VALUE



Mon-Sat January 11, 2010  
to January 16, 2010

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New Specials Are Being Added Each Day! Shop Daily and Watch The Key Special Tags For Sale Items. While Supplies Last!



Come check out our full service deli at our newest Houston store, WESLAYAN & BISSONNET

**COMING SOON**

**CORPUS CHRISTI**  
5625 South Padre Island Drive

**TEMPLE**  
3550 S. General Bruce Dr.

*SPEC'S UPDATE is a publication of Spec's Wines, Spirits & Finer Foods. All prices listed are subject to change without notice. ALL PRICES LISTED ARE FOR SPEC'S SMITH STREET SUPERSTORE AND INCLUDE A FIVE PERCENT DISCOUNT FOR CASH. (Many items are available at Spec's Neighborhood Stores at different prices.) All items are offered "first come, first served" and are subject to availability; some quantities may be limited. Spec's reserves the right to restrict quantities. Spec's is not responsible for errors in printing. Typographical errors will not be honored. "Spec's" and the rabbit logo are service marks of Spec's Family Partners and are registered with the State of Texas.*

## WINE OF THE MONTH!



**Pigmentum Blanc 2008 \$10.41 cash**

60% Ugni Blanc, 40% Colombard. Its brilliant color with light green tints confirms its freshness and youth. You will be attracted at once by explosive aromas of citrus fruits, exotic fruits and white flowers. The intensity persists on the palate thanks to a beautiful balance between the freshness of aromas and the fat issued from the well-crafted maturing while on lees. Pairs with seafood, white meats and blue cheese.

If you enjoyed this selection, try others from the same makers:

**Pigmentum Malbec 2006 - \$10.67 cash**

**Pigmentum Rose of Malbec 2008 - \$10.67 cash**

## CHOICE (chois)

by Charles M. Bear Dalton

*n.*

1. The act of choosing; selection.
2. The power, right, or liberty to choose; option.
3. One that is chosen.
4. A number or variety from which to choose: a wide choice of styles and colors.
5. The best or most preferable part.
6. Care in choosing.
7. An alternative.

*adj.* **choic-er, choic-est**

1. a. Of very fine quality.
- b. Appealing to refined taste.
2. Selected with care.



Depending on what you do, certain words can be much more important than others. For me, a very important word is "choice." You might even say that choice dominates what I do as the fine wine buyer for Spec's. I have to make choices between the many thousands of wines that are available for Spec's to carry. I try to make "choice" selections and Spec's tries to offer you the best and widest possible "choice" of wines.

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CHOICE (chois) from page 1

Of course I am not the only one with "choice". Within the Spec's organization, there are others making choices about which wines to carry. Joseph Kemble chooses the Italian Wines, Bill Coates chooses the South African wines, and Collin Williams chooses the Spanish wines. I get input - actually rather a lot of input - from category managers Zach Pearson on German wine, Ralph Castellano on Burgundy, and Kia Gaines on Champagne. And the wine managers at each store choose from the wines we have authorized to fill out the selection offered in their stores.



As I write this, at the Spec's Warehouse located at 2410 Smith Street in Houston, we offer the largest choice with almost 11,000 different wines in stock. Next is our flagship store in Austin (located at the intersection of 290 and MoPac) with almost 6500

wines in stock. Our newest stores, located on I-35 north in San Antonio and on Wesleyan at Bissonnet in Houston offer almost 4000 wines each, but as they are both new, their wine departments are still growing. Some wines sell very well in some stores and not at all in others.

Which brings us to the most important choice: the choice you the customer, consumer, guest, spender, client, shopper, you the ultimate buyer make. Will you shop at Spec's? Will you choose to buy this or that wine? Your choices guide my choices and those of my fellow Spec's buyers and managers.

When I consider whether to authorize a new wine for Spec's, my most important question is "Who is going to buy this wine?" Whether I like the wine or not, if I can't figure out who the customer for a particular wine is, I have to choose not to carry that wine. Some wines are no-brainers. Of the over 14,000 different wines you have bought from the 63 Spec's stores in the last year, 135 of them sold over 10,000 bottles each. The Yellow Tails, Kendall-Jacksons, Cristalinos, Bogles, Moets, Folie a Deuxs, Cavits, Castello del Poggios and Ch. St. Jeans don't need much thinking on my part. They go everywhere. For every one of these big sellers, there are several wines that sell fewer than 100 bottles a year. They are not everywhere. These wines are in one of those larger stores like Smith Street in Houston or the 290 and Mopac store in Austin. And they are in the stores where you have asked for them. Each of our stores, no matter what size, carries some wines that don't sell terribly well much anywhere but at those one or two stores where you want them.

As an aside, there are a lot of wines Spec's carries where we don't and can't get 100 bottles a year. We get a couple of cases of Anne Gros Richebourg - and they are six-bottle cases. We get 10 or 12 three-pack cases of Ch. Le Pin. We usually get from 3 to 6 bottles of Hill of Grace. Why do we bother? To give you the choice.

As buyers, we never forget that you have the ultimate choice. You get to choose where you buy your wine (and spirits and Riedel and cheese and bar supplies and beer and gourmet food and coffee, and so much more). And you get to choose from the over 11,000 different wines we carry.

We thank you for choosing Spec's in 2009 and hope you'll keep choosing Spec's in 2010. ■



# SCOTCH TASTING!

Come meet and hear from Dr Bill Lumsden, Head of Distilling & Whisky Creation for Glenmorangie Scotch. Dr Lumsden is regarded by the malt whisky industry as the pioneer of wood management, producing whiskies that have truly changed the single malt market.

The tasting is for the Glenmorangie Scotch line, and is available to the first 50 people who call Jessica Toner, beginning Monday at 9:30, at 832-660-0250.

The date is Friday, January 22, from 6-8pm on the second floor at Smith Street Superstore.



## Get Into The Spirit!



Make your message enduring—engrave it! Global Quality Imports will be engraving bottles at two Spec's on Friday, February 5th (think: great gift for your valentine!)

Spec's Bissonnet & Wesleyan from 2-5pm  
Smith Street Superstore from 5-8pm

Choose from:

**Pendleton Whisky**—an oak barrel-aged whisky distilled using the finest ingredients. Pendleton was specifically created to celebrate the bold spirit of the independence and hard-work ethic of The American Cowboy & Cowgirl. Pendleton is a proud sponsor of numerous rodeos throughout the U.S.

**Laird's Applejack**—a blended spirit with a unique base of apples, instead of rye or corn. The Laird family began America's first commercial distillery and holds the oldest Federal Bond Permit (#1). They supplied the American Revolution troops with Applejack, and it was also served in Abraham Lincoln's Springfield Illinois Tavern.

**Yazi Ginger Vodka**—a sweet, seductive and spicy elixir made from 4 different species of ginger, along with lemon, orange, cayenne & red pepper. The bottle will become a keepsake long after the vodka has been enjoyed.

**The Irishman Irish Whiskey** —70% Irish Malt Whiskey made from a unique Old Pot Still blend. Triple distilled and matured in Bourbon casks.