



Wine Down with Spec's Episode: Halloween Wine Picks!

by Collin Williams

Each year around this time we get asked to help with wine selections for the holiday get-togethers and parties. Certain wineries and wine concepts have learned how to capitalize on this idea by creating labels that appeal to the consumers need to satisfy the themes of the occasions. But I can't remember the last time anyone ever reviewed these wines, but rather relied on the nostalgia to help sell them.

Sure, I can understand that you wine geeks out there would turn your nose up to this idea of reviews on Gluhwein, Applewine, and the ever-popular Vampire, Werewolf, and Dracula wines. Nonetheless, you cannot discredit these wines any more than you can discredit the influence White Zinfandel had on the entire industry. At the end of the day, each time one of these special bottles of wine is chosen and purchased over beer or spirits we mark a win in the wine industry scorecard.

In our latest episode of Wine Down with Spec's, we used the platform to speak on the upcoming Halloween holiday and the wines that you seen in our stores. Vampire Cabernet and Merlot are highlighted in this video, but we also thought it relevant to show one of the newer concepts hitting our Spec's shelves – Halloweenine!

Check out this video at <http://www.youtube.com/specs1962#p/a/u/0/iEArvJjqx58> or at youtube.com/specs1962 and let us know how we did. It is our hope that by trying these wines with you and shedding a little insight we will be able to enhance your wine buying experience and enjoyment of the holiday seasons.



Please email me at collinwilliams@specsonline.com with feedback.

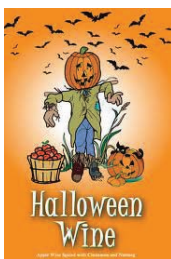


Vampire Cabernet Sauvignon 2009 \$9.69 cash

Now sourcing their wine from California fruit versus Italy or Transylvania, the folks at Vampire have made a good little wine that is easy to drink and will definitely prompt a repeat buy. Straightforward strawberry fruit shows on the nose with an easy palate and finish to follow.

Vampire Merlot 2009 \$9.69 cash

A good Merlot may still be hard to find these days but we felt this one had enough flavor, aroma and overall drinkability to fit the bill for your holiday wine selections. Plum and blueberry on the nose is complemented on the palate with just a touch of spice. Nice and easy.



Halloweenine \$9.99 cash

Like wassail or Gluhwein? This beverage is right up your alley. Made from apple juice with the addition of spices and nutmeg, Halloweenine has all of the usual flavors you would expect to see during this time of year. Enjoy warm for a great nod to the festivities ☺



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