

COLLIN'S COLUMN



Spec's Winery Partners by Collin Williams



Spec's is truly a growing and dynamic place. We are always in search for great partners in business to help us continue bringing the newest and best products to our customers. This endeavor usually takes us around the world, meeting new people, and discovering new locals from which to buy wines to be represented in our stores. However, buying the wine is the easy part – creating a working synergy and partnership is much more important and tricky at times.

It is due to this aspect of our industry that we seek those families and companies that share our similar views about commitment to the core values of business: customer first, placing importance in our employees starting from the bottom up, and being honest and dedicated to our customers and partners.

Following, is a list of a few of the wineries that have become great links to our success over the last 40+ years. It is our hope that by explaining why we do business with each winery, you will understand how they stand apart from the competition on our shelves and the way they can fit into your wine needs.

Enjoy.

Morande

Chile has followed in the footsteps led by Australia. The wines produced here have shown the world that great wines do not have to be expensive. We saw the value in this wine category and were anxious to have a winery partner that could give the big named, mass marketed brands a run for the money. Morande fit the bill for our needs.

All of the wines showcase amazing quality, consistency, and unique flavors that encapsulate the wines from Chile. From their whites to their reds to their roses, we have found that this winery is concentrated on delivering value and prestige to their customers. In fact, we were so impressed with the selections that we have devoted nearly a dozen wine placements to this company in the Chile sections in our stores. Here is a list of just a few that we have to offer:

- Vistamar Morande Rose 2009 - \$6.99**
- Vistamar Morande Chardonnay 2009 - \$6.99**
- Morande Reserva Cabernet 2008 - \$11.99**
- Morande Reserva Carmenere 2008 - \$11.99**

Monticello Winery

The Corley Family (aka Monticello) has been making extremely good wines from Napa Valley for over 40 years. We love these types of partnerships as they seem to be a perfect match with our company. Both Spec's and Monticello have been in business for multiple decades, constantly improve and strive for excellence year after year, and both now have multiple generations involved with the decision making and overall production of their great companies.

These are the types of wines that we have seen customers continue to request each time they come back to our stores. Through the combination of a great story, a fantastic offering of wines from Napa, and a real "family involvement" as the driving force, Monticello Winery has a lot to offer for your collectors and casual wine drinkers alike.

- Monticello Cabernet Jefferson Cuvee 2007 - \$26.99**
- Monticello Chardonnay Napa 2007 - \$23.50**

Bodegas Pablo (Menguante)

We love finding those wineries and wine regions that seem to fly under the radar. Why? Due to their non-exploited status, a customer can find extreme value and surprisingly uniqueness from a new discovery before the big giant companies come in to ruin the fun. By being an "untapped resource", places like Carinena and families like the Pablos can stay true to their passion of growing amazing grapes and producing outstanding wine.

Bodegas Pablo from Carinena, Spain is just that type of hidden gem that we love to have as a winery partner. Although the winery is one of the largest family-owned in the region, they still listen and adhere to their customers' needs and requests. The multi-generations of family winemakers/owners from this bodega add to the overall know-how and keen understanding of how to make and develop amazing wines. The wines coming from this lesser-known region of Spain are full of flavor, innovation, and extreme value.

- Menguante Garnacha "Old Vines" 2007 - \$10.97**
- Menguante Seleccion Garnacha 2004 - \$16.38**
- Menguante Tempranillo 2007 - \$12.34**

Trocard

Humble is a word that is often taken for granted in the wine business. As big wineries and companies get bigger they seem to forget about the important aspects that led to their success: commitment to excellence, providing quality products, understanding the key components that give the company its appeal, and a general love of taking care of your customers. We appreciate the Trocard family from Bordeaux for their desire to be a great partner and understand the needs of our customers.

The wines being made from the Trocard family and the wines they represent are truly a great expression of the classic Bordeaux style mixed with the new world appeal that can bring in future generations into this amazing wine category.

- Chateau Trocard Bordeaux Superior 2007 - \$11.86**
- Chateau Trocard Monrepos Bordeaux Superior 2006 - \$15.82**
- Trocard Bordeaux Rose - \$9.99**
- Trocard le Blanc Bordeaux - \$9.99**



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with feedback.