

From **"Italian Gems" Series – Arrowine Weekly News**

Arrowine is the best & largest independently owned Virginia wine store

Arrowine is the largest Virginia wine store
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From: Doug Rosen [mailto:drosen@arrowine.com]
Sent: Tuesday, November 27, 2007 1:30 PM
To: drosen@arrowine.com
Subject: Italian Gem: A Label Mistake Means You Save Over 33%!

Arrowine E-Mail Special

November 27, 2007

- Italian Gem:
2005 Cimorelli Rosso
Piceno DOC, Le Marche

Greetings,

The "Italian Gems" Series

I haven't been this excited about a group of wines in a long time. Ever since an eye-opening dinner and series of tastings in Italy this spring, I've been looking forward to sharing them with you.

*The wines are the selections of Paolo Boselli, who represents a few dozen carefully selected high-quality Italian wine producers. Paolo's producers are generally small-scale, quality-focused wine growers whose wines are not (yet) well known outside of Italy. The wines in this series represent the best wines we can find. **Because we had them imported especially for us, the prices are great.** The wines of this series have never, before now, been available in Virginia. **They will surpass your expectations.***

If you, too, enjoy discovering new wines, please try the wines from this series. I know you will be excited, too!

Jim Cutts

Italian Gem: 2005 Cimarelli Rosso Piceno DOC,

Le Marche

2005 Cimarelli Rosso Piceno, Le Marche

Reg. \$14.99

6 bottle price: \$11.99 per bottle (save 20%)

Case price (12 or more bottles): \$9.99 per bottle (save over 33%!)

Only 75 cases available Arrives at Arrowine tomorrow, Wednesday, November 28th.

As I have said before, I firmly believe that **the wines of Le Marche are some of the best undiscovered gems in the wine world.**

They're catching on, though, and we won't be able to call them "undiscovered" for long. They are fantastic and are receiving high critical praise, and they are priced far less than other wines of comparable quality from around the world.

Montepulciano is THE great red grape of the Piceno (pee CHAY noh) zone of Le Marche, the beautiful and rugged mountainous region on the Adriatic Sea to the east of Tuscany. Though sangiovese is also grown, it is used mainly for blending and is not considered to achieve the high quality of the montepulciano grape. **Montepulciano from the Rosso Piceno zone is full bodied, robust, floral and smoky;** it has mouth-watering acidity and intense flavor that makes it perfect with just about any meat or pasta dish.

Cimarelli (chee mah RAY lee) is a high-quality family winery with a long history in the area. They have made a commitment to increase the quality and stature of the Cimarelli label. The 2005 is their first vintage of Rosso Piceno to use 100% montepulciano and it is, by far, their best vintage yet. **This is terrific wine.**

The label mistake:

Now you can get Cimarelli's excellent 2005 vintage Rosso Piceno for an unbelievable price because of a label mistake. What happened? The vintage date on the bottles at the winery is on the BACK label which is in Italian and which does not contain the U.S. government warning. When they prepared this shipment, a label for the United States was required. They put the U.S. label over the Italian back label, but they used the wrong label. The label they used has no vintage date and it has out-of-date wine information. We have confirmed that this IS the 2005 vintage Rosso Piceno. In fact, if you carefully peel the back label you can see the original Italian label below clearly marked 2005.

What it means is you win! **This wine is a great value** at the regular price of \$14.99 per bottle. This 100% montepulciano red is much bigger and better, but our sale price is similar to the price of typical fine-but-not-exciting non-vintage Rosso Piceno wines made in the area that are grown commercially at higher yields and that dilute the montepulciano by blending in sangiovese or other grapes. On this 75 case shipment you can get Cimarelli's excellent 2005 Rosso Piceno for \$9.99 per bottle by the case. If we get more of this wine the price will be significantly higher (as it is in other markets around the world). **At this price it could become your "go to" pizza or pasta wine, though it is suitable for much more elegant meals as well.**

Here are my tasting notes:

The 2005 Cimarelli Rosso Piceno has a deep garnet color. There are vibrant aromas of cherries, black plums, flowers, sweet spice and smoke. **On the palate this has intense, full-bodied flavors of cherries, plums, and spice** framed by an excellent mouthwatering structure of refreshing acidity and soft tannin. This vivid red is loaded with flavor and is one of the world's great red wine bargains.

To order, call us at 703-525-0990. Don't wait though. Only 75 cases are available, and they will go fast. Wine arrives tomorrow, Wednesday, November 28th.

Jim Cutts

Not responsible for typographical errors.

Arrowine Store Hours
Monday - Saturday 10 - 8
Sunday 10 - 4

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