

## Summer 2008 Number 31

The quarterly newsletter of the Treasure Valley Wine Society, dedicated to the education of its members in viticulture and enology and in the appreciation, knowledge and proper use of wine.

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Check the TVWS Blog:  
<http://tvws.blogspot.com>

### Treasure Valley Wine Society

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##### Newsletter

Walt Thode  
[wfthode@gmail.com](mailto:wfthode@gmail.com)

**Board meetings are usually on the first Tuesday of the month. Attendance by members is encouraged. Call for the location.**



# In Good Taste

### Upcoming TVWS Events:

**All TVWS meetings are the 3rd Tuesday of the month unless otherwise noted.**

- June 17: Wines of the Eastern Seaboard; 7:30 at Bonaventure Place
- July 15: TVWS annual picnic; 5:00 at Municipal Park in Boise
- August 16 (Saturday): Judging for the Idaho Wine Festival, 8th St. Wine Company
- August 22 (Friday): Idaho Wine Festival; watch your email for more details on this event, and please step up to volunteer to help.
- September 16: to be determined
- October 21: to be determined
- November 18: to be determined
- December 16: Holiday Sparkling Wine event

**(If you know of events to include, send them to [wfthode@gmail.com](mailto:wfthode@gmail.com)—note new address.)**

### The Wines Flow (Walt Thode)

Once again the past three months have brought a wide variety of events presented by the Treasure Valley Wine Society. In March we tasted wines from the area's newest wineries, including Cinder Winery, Vin du Bois Winery, Syringa Winery, Davis Creek Cellars, Fraser Vineyards, and some others. In April we were presented with wines from Mexico. A variety of wines made from cabernet sauvignon, merlot, tempranillo, chenin blanc and chardonnay grapes, from Santo Tomás, Vinisterra, Macouzet, Valmar, Vinos L.A. Cetto, and Chateau Camou. (I remember touring the Santo Tomás winery in Baja California years ago—I'm glad to see it's still thriving.) And in May, we had "From Vine To Table," billed as "an educational event of how wine is produced and what happens to the grape during vinification. Take a specific grape, for example Zinfandel, and taste it from 'white' to deep purple 'black'. We will explain how and why winemakers create the differences." These edu-

catinal events are always good, and we should schedule more of them, in my opinion.

The next three months' offerings are equally appealing. We'll start off in June with "Wines from the Eastern Seaboard," including wines from Connecticut, Delaware, Virginia and Florida. July will bring our annual summer picnic, usually featuring barbecued meats and hefty zinfandels or other full-flavored wines to match. And, as usual, we will forego our usual monthly event in August to focus on the fifth annual **Idaho Wine Festival**. It will involve the judging of our wines on August 16, and the public tasting of the wines entered, along with the awards ceremony, on August 22. Watch for details on this one, and please consider volunteering your time to help make it a success.

The rest of the year hasn't been fleshed out yet, but it will be filled with interesting and educational events.

Y

**From the TVWS President (Bob Young)**

**H**ello To All and thanks to Walt Thode’s reminder, I am writing this column again. I had a question at the April tasting about why the Board wants people to fill out the Comment Cards at the tastings. This seems to me to be self-evident. I think at almost every tasting I have made the statement that the Board does read the cards and we do take them seriously. After the tastings, the cards are taken by the Secretary and compiled. At the Board meetings, the information from the cards is discussed and acted on. And I always ask for good, bad or indifferent comments. We do like the “good” comments – as everyone does – and these let us know that the program and the many hours of preparation have paid off. But we also like the “bad” comments. And one “bad” comment that really got the Board thinking was submitted about a year ago. It had to do with the cost of the event and the amount of wine poured.



At that time, the Society was just coming through some terrible financial stress. The 2006 IWF was a financial disaster and the monthly tastings were costing more than we were bringing in. So the Board looked very hard at the finances of the IWF and the 2007 festival was both a financial and attendance success. At the same time, the Board looked very hard at the monthly tastings, which brings us to the comment. The monthly tasting finances had to be adjusted, too. We looked close at this and noticed that there were no guidelines for the tastings and no budget for the tastings. If you remember, the cost to attend the tastings in the past was anywhere from \$25 to \$35 per person. The cost of the wines was about \$25 plus per bottle. The cost of the venue was \$150 per night. Food Bites were running \$125-\$150 per event. Attendance was low – 10 to 20 people. Do the math. This is deficit spending and it will break the bank. We came close, very close.

The Board had serious choices to make: Stay the course and bankrupt the Society or change our thinking. Obviously, we changed our thinking. We try very hard to keep the cost of the wine to \$20 per bottle, or budget to \$350 for the wines per event. And we mostly succeed. Change the venue to a cost effective and acceptable place. We did that in acquiring Bonaventure Place. Lower the cost to attend the tastings. We drastically cut this cost. Budget the Food Bites to not to exceed \$120 per event. We did that and Chef James Grimes does a fantastic job for that cost. And raise the number of wines being tasted at the events. We now taste 8-10 wines per event, instead 6 or 7. And finally, the Board decided to adhere to the tastings being a “break even” event – each event must pay for itself. And in six months, we have done that all but once. Not a bad record considering the past record.

So you see, your “bad” or “indifferent” comments do make a positive difference. The Society is in good financial standing once again. The tastings have been interesting and varied and attendance is up – 35 to 45 people per month. We, the Board, need your constant flow of comments and ideas. This is your Society, not the Boards society. Keep those cards and letters coming in!

Bob Young T

**Price More Important than Taste (Patrick Mathews, Decanter.com)**

**T**he price of a wine is far more important than taste when it comes to the amount of pleasure the wine gives you, a study has found. Most people prefer inexpensive to expensive wines when served them blind. But if they are given a price tag, even a false one, they will find the apparently costlier one more enjoyable. The American Association of Wine Economists, in a paper published this week, reports on a series of 17 blind tastings that ended in February in which non-experts consistently preferred cheaper wines.

This finding reinforces the conclusion of a

separate study published in January in which student volunteers, tasting blind, preferred the cheapest wine in the sampling. They chose the most expensive when given price information, even though this information was in fact misleading.

The latest review finds even those with wine training, such as sommeliers, are only marginally likely to pick out pricier bottles as superior, say the authors. They conclude, ‘both the prices of wine and wine recommendations by experts may be poor guides for non-expert wine consumers.’

**Idaho Wineries**

**Atalanta Cellars**  
No visitor facilities

**Bitner Vineyards**  
16645 Plum Rd.  
Caldwell, ID 83607  
(208) 454-0086  
Sat-Sun 12 noon-5:00

**Blue Rock Vineyard & Wines**  
4060 North 1200 East  
Buhl, ID 83316  
(208) 543-6938  
Fri-Sun (summer) 12 noon-dusk

**Camas Prairie Winery**  
110 S. Main St.  
Moscow, ID 83843  
(208) 882-0214  
Tues-Sat 12 noon-6:30

**Carmela Vineyards**  
795 W. Madison St.  
Glenns Ferry, ID 83623  
(208) 366-2313  
Daily (summer) 9-9

**Cinder Winery**  
(208) 433-9813  
No visitor facilities

**Clearwater Canyon Cellars**  
1708 6th Ave. N., Suite A  
Lewiston, ID  
No visitor facilities

**Coeur d’Alene Cellars**  
3890 N. Schrieber Way  
Coeur d’Alene, ID 83815  
(208) 664-2336  
Mon-Sat 11:00-6:00

**Cold Springs Winery**  
Cold Springs Rd. (P.O. 105)  
Hammett, ID 83627  
Sat-Sun 12 noon-5:00

**Davis Creek Vineyards**  
429 Main St., Ste. 101  
P.O. Box 442  
Marsing, ID 83639  
(208) 794-2848  
No visitor facilities

**Floating Feather Winery**  
3350 Ballantyne Ln.  
Eagle, ID 83616  
Coming soon

**Fraser Vineyard**  
1004 LaPointe St.  
Boise, ID 83706  
(208) 867-2255  
By appointment

**Frenchman’s Gulch Winery**  
360 9th St., #9, P.O. Box 3578  
Ketchum, ID 83340  
(208) 726-0118  
Sat 1:00-5:00

**Galena Summit Winery**  
336 Lewis St., #6  
Ketchum, ID 83340  
(800) 228-8626  
Wed-Sat 3:00-5:00

**Price More Important (continued)**

The 17 tastings were organized by Robin Goldstein, an American food writer, who asked a total of 506 tasters to report on 523 different wines. They gave high ratings to ‘Two Buck Chuck’ – Charles Shaw Cabernet Sauvignon – and preferred Domaine Sainte Michelle, a Washington State sparkler costing \$9.99, to a \$150 Dom Perignon. But when a price of wine is disclosed it has a powerful influence on perceptions, even if that price is a fake one.

A separate study from researchers at Stanford Graduate Business School involved duping 11 Caltech students wines with bogus price tags, saying a \$90 bottle retailed at \$10 tag. The students were given five bottles to rate while un-

dergoing brain scans using functional magnetic resonance imaging, or fMRI. Only three of the five bottles they tasted were in reality different wines. The others were distinguished only by pricing. Scanning showed that the more apparently expensive the wine, the greater the activity in the area of the brain thought to relate to pleasure, the medial orbitofrontal cortex.

But in a follow up tasting, without price information, the students rated the cheapest wine most highly. Antonio Rangel, an associate professor at the California Institute of Technology, led the study. He concludes: ‘the neural encoding of an experience is actually modulated by a variable such as price, which people believe is correlated with experienced pleasantness.’

**Let a Wine Breathe? Or Not? (Robin Young)**

Most wines on the shelves today have no real need for decanting. The winemaking process ensures the wine is thoroughly clarified (even if it may mean stripping the wine of some of its flavors) before it is bottled, by a process of fining (passing egg whites, bentonite clay, gelatin or other substances through the wine to collect solid matter) and mechanical filtration. Although these wines are often best served from the bottle, many others may or may not benefit from decanting.

The action of decanting itself, and the surface area in contact with the air in the decanter, alters the wine.

In a mature wine over 20-30 years of age, decanting may age it more rapidly, thereby losing some of its most attractive qualities.

In the matter of young wines opened in infancy, decanting may soften a youthful bite and encourage the development of the more complex aromas that normally develop with years in bottle. Another purpose that decanting can serve is to aerate the wine or to allow it to “breathe.” In this regard the decanter is meant to mimic the effects of swirling the wine glass to stimulate the movement of molecules in the wine to trigger the release of more aroma compounds.

Sedimentation within the bottle is a natural occurrence in many wines, generally those designed to withstand some ageing, and it simply reflects the solid matter settling out of the wine. Old wines that have been cellared properly will contain sediment due to the aging process, usually along one side of the bottle. By properly standing an older wine upright for 1-7 days, de-

canting the wine or carefully and directly pouring into taster’s glasses until some sediments start to move towards the neck, most of the sediment will remain in the bottle. This latter method is the one I prefer, so as not to miss anything the older wine wants to show me.

Young full-bodied red wines can benefit from decanting. When the wine comes in contact with oxygen, the aromas present in the wine are released. The decanter in this case should be a wide bottomed decanter. Wide body decanters provide more surface area for oxygen to allow evolving aromas from the wine to be released.

This is a topic of ongoing discussions, depending on past experiences with very big, young or seriously older wines. Each wine taster is entitled to a personal opinion. One may soften some of the harsher qualities of a wine by micro or macro aeration or it may be detrimental to the wine by causing it to lose some of its aromatic qualities by way of oxidation..

Whether to decant and aerate the wine is one of the most controversial topics in wine. The effectiveness of decanting is a topic of debate with some wine experts, like oenologist Émile Peynaud, claiming that the prolonged exposure to oxygen actually diffuses and dissipates more aroma compounds than it stimulates in contrast to the effects of the smaller scale exposure and immediate release that swirling the wine in a drinker’s glass has.

Still, many wine writers, such as author Katherine McNeil in book *The Wine Bible*, advocate the use of decanting for the benefit of aeration,

**Idaho Wineries (cont'd)****Hegy's South Hills Winery**

3099 E. 3400 N.  
Twin Falls, ID 83301  
(208) 734-6369  
By appointment only

**Hells Canyon Winery**

18835 Symms Rd.  
Caldwell, ID 83605  
(208) 454-3300  
Sat-Sun 12-5 or by appt.

**Holesinsky Vines**

4477A Valley Steppe Rd.  
Buhl, ID 83316  
By appointment only

**Indian Creek Winery**

1000 N. McDermott Rd.  
Kuna, ID 83634  
(208) 922-4791  
Fri-Sun 12-5 or by appt.

**Koenig Distillery & Winery**

20928 Grape Ln.  
Caldwell, ID 83605  
(208) 455-8386  
Apr. -Dec. Sat-Sun 12-5

**Miceli Vineyards**

8114 Owyhee View Ln.  
Givens Hot Springs, ID 83641  
(208) 896-5803  
By appointment only

**Parma Ridge Vineyards**

24509 Rudd Rd.  
Parma, ID 83660  
(208) 722-6885  
Open by chance, or by appointment

**Pend d'Oreille Winery**

220 Cedar St.  
Sandpoint, ID 83864  
(877) 452-9011 toll free  
Tasting room & gift shop open daily all year; tours by appointment

**Phantom Hill Winery**

270 Northwood Way  
Ketchum, ID 83340  
(208) 726-0766  
No tasting facilities

**River Heights Winery**

795 River Heights Dr.  
Meridian, ID 83642  
No tasting facilities

**Sawtooth Winery**

13750 Surrey Ln.  
Nampa, ID 83686  
(208) 467-1200  
Jan.-Mar. Fri-Sun 12-5; Apr. -  
Dec. Thurs-Mon 12-5

**Silver Trail Vineyards**

343 Avenue E  
Kuna, ID 83634  
(208) 922-2111  
Mon-Thurs 10-5, Fri-Sat 10-7,  
Sun 11-5

**Snake River Winery**

Arena Valley @ Dixie Rd.  
Wildier, ID  
(208) 722-5858  
By appointment only

**Let a Wine Breathe? (continued)**

especially with very tannic wines like Barolo, Bordeaux, Cabernet Sauvignon, Port, and Rhône wines, while noting that decanting could be harmful for more delicate wines like Chianti, Pinot Noir and Rioja wine.

However, the process of decanting, over a period of a few hours, doesn't have the effect of softening tannins. The softening of tannins occurs during the winemaking when tannins go through a process of polymerization that can last days or weeks. Decanting does have the effect of altering the perception of sulfites and other chemical compounds in the wine through oxidation, which can give some drinkers the sense of softer tannins in the wine. Some wine experts, like British writer Jancis Robinson, tout the value that using a decanter, especially one with an elegant design and made with clear glass, can have, and believe that for all but the most fragile of wines there is not much significant damage to the wine by decanting it.

The presentation of wine in a beautiful crystal decanter adds to the ambience of a beautifully set table and prepared dinner.

Aside from a physical examination of the bottle of an older wine [amount of wine visible—how far below the neck of the bottle is the surface of wine remaining; how thick is the sediment; holding the bottle up to a bright light to notice the clarity of a settled wine], one may only guess as to the strength left in the wine. Further findings: leakage found around the foil or cork, the appearance of the top of the cork when the capsule is removed [some look decidedly purple, some tan corks clean and others frightfully coated with the furriness of a mold or yeast blanket], the integrity of the cork when it is removed all contribute to the excitement, anticipation and doubts about the health of an elderly wine. I once had an 1895 Simi pre-prohibition Zin that was robust and delicious. A 1929 Bordeaux was so frail it was only enjoyable for the first few minutes and then it became decidedly acetic and perhaps reflected the crash of the stock market that same vintage year. A most memorable 1942 BV Georges Latour Private Reserve Cabernet Sauvignon that was more lively, fruitful and vigorous than the other wines in a vertical tasting including the famous 1968 and 1970 vintages. †

**Vino Idaho: A Pair of Tastings (with commentary by the Youngs)**

On Sunday, May 11, The Idaho Statesman and KIVI (Channel 6), together with the 8th Street Wine Company, gathered a panel of wine experts and a panel of wine lovers to give us their picks of the best wines in the Valley. Here are the best wines as chosen by the expert panel, consisting of wine dealers, restaurateurs, and wine writers:

**Best Wine Overall:** Sawtooth Muscat Blanc, 2005.

**Best Wine from a New Winery:** Cinder Rosé, 2007.

**Best Wine from a Pioneer Winery:** Ste. Chapelle Ice Wine Sauvignon Blanc Reserve Series, 2005.

**Best Red Wine:** Cinder Syrah, 2006.

**Best White Wine:** Ste. Chapelle Dry Riesling Winemaker's Series, 2007.

**Best Dessert Wine:** Sawtooth Gewrztraminer Late Harvest Reserve, 2005.

And a separate panel of people who love wine, drawn from customers of Channel 6 and the Statesman, tasted the same wines and chose their own favorites:

**Best Wine Overall:** Hells Canyon Syrah Re-

serve 2003

**Best Wine from a New Winery:** Cinder Rosé 2007

**Best Wine from a Pioneer Winery:** Sawtooth Chardonnay Reserve 2005

**Best Red Wine:** Parma Ridge Merlot Proprietor's Reserve 2006

**Best White Wine:** Indian Creek Mountain Syringa White Table Wine 2007

**Best Dessert Wine:** Koenig Riesling Ice Windridge Vineyard 2006

If you compare these consumer results with the wines that the expert judges selected, there are some differences. But then, as it was reported in the *Idaho Statesman* article, everyday wine drinkers are the ones who purchase the wines and support the wineries. To read the entire article from KIVI-TV, look here: <http://www.kivitv.com/Global/story.asp?S=8313199>. All in all, it is good to see the media and some local businesses supporting the Idaho wine industry. And it is good to see some Treasure Valley Wine Society members helping at these events (watch the video on the link). Our congratulations to all of the winners in both judgings! †

**Idaho Wineries (cont'd)**

**Ste. Chapelle Winery**  
19348 Lowell Rd.  
Caldwell, ID 83605  
(208) 459-7222  
Fall-Spring Mon-Sat 11-4, Sun 12-4  
Summer Mon-Sat 10-5, Sun 12-5  
Tours on the hour

**Syringa Winery**  
No visitor facilities

**Terra Nativa Winery**  
No visitor facilities

**Thousand Springs Winery**  
18852 Hwy. 30  
Hagerman, ID 83332  
By appointment only

**Three Horse Ranch Vineyards**  
Eagle, ID  
No visitor facilities

**TimberRock Winery**  
2338 S. Big Rock Rd.  
Post Falls, ID 83854  
(208) 777-9669  
By appointment only

**Vickers Vineyards**  
15446 Sunny Slope Rd.  
Caldwell, ID 83607  
No visitor facilities

**Vin du Bois Winery**  
P. O. Box 7643  
Boise, ID 83707  
(208) 867-7828  
No visitor facilities

**Weston Winery**  
16316 Orchard St.  
Caldwell, ID 83605  
(208) 459-2631  
By appointment only

**Williamson Vineyard**  
14252 Sunnyslope Rd.  
Caldwell, ID 83605  
(208) 459-1612  
Fri-Sun 12-5

**Wine Corkers**  
5634 W. State St.  
Boise, ID 83703  
(208) 853-6223  
Tues-Sat 10-6

**Wood River Cellars**  
3705 Hwy 16  
Eagle, ID 83616  
(208) 286-9463  
Daily 11-6

*More are coming. Watch this space.*



Mailing address: P.O. Box 7623,  
Boise, ID 83707-7623

CHECK OUR WEB SITE,  
[www.treasurevalleywine.com](http://www.treasurevalleywine.com)  
[society.org](http://society.org)

ALSO, CHECK THIS SITE:  
[IDAHOWINE.ORG](http://IDAHOWINE.ORG)

### Wine Shops in Southwest Idaho

**Amici Coffee & Wine**  
1540 E. Iron Eagle Dr., Eagle  
939-7758

**A New Vintage**  
1400 N. Eagle Rd., Meridian  
855-9230

**Bacquet's**  
350 N. Milwaukee St., Boise  
376-9463

**Boise Co-op**  
888 W. Fort St., Boise  
472-4519

**DI Vine Wine**  
400 S. Main St., Hailey  
788-4422

**DI Vine Wine**  
2310 E. Overland Rd., Meridian  
887-6262

**Eighth Street Wine Co.**  
405 S. 8th St., Boise  
426-9463

**Erickson's Fine Wines**  
150 E. Riverside St., Eagle  
938-3698

**The Grape Escape**  
800 W. Idaho St., Boise  
368-0200

**La Cantina**  
3395 N. Cole Rd., Boise  
377-0224

**Piazza di Vino**  
212 N. 9th St., Boise  
336-9577

**Music of the Vine**  
Caldwell  
454-1228

**The Porterhouse**  
600 Riverside Ln., Eagle  
938-1441

**Sun Valley Wine Co.**  
360 Leadville Ave. N, Ketchum  
726-2442

## "Wines of the Eastern Seaboard" in June

**Where:** Bonaventure Place, 5850 N. Five Mile Rd., Boise

**When:** Tuesday, June 17th, 7:30 pm

**How Much:** \$20.00 Members; \$30.00 Non-Members

We will be tasting ten or more wines from Connecticut, Delaware, Virginia, Florida and more. This will be an exciting tasting and an enjoyable evening, experiencing wines from little-known wine regions of the United States. Event leaders are Geno & Debra Chantrill, and food bites are by Chef James Grimes. It should be a different and interesting program. Reply to the Evite or send to [twws@hotmail.com](mailto:twws@hotmail.com) to reserve your spot at this event.

5120 W. Overland Rd.,  
PMB #126  
Boise, Idaho 83705

Advertisement

(208) 841-7131  
Fax (866) 700-5197  
[stevcarp@hotmail.com](mailto:stevcarp@hotmail.com)

**Boise Vineyard Selection**  
[www.boisevineyardselection.com](http://www.boisevineyardselection.com)

### An Open Letter to All Wine Enthusiasts in the Treasure Valley

Greetings and good wishes, I hope this finds you enjoying a great day.

My name is Steve Carper of 'Boise Vineyard Selection', and I am pleased to announce the expansion into the Treasure Valley of 'The Vineyard Selection', a Northwest company based out of Spokane, WA. We specialize ONLY in the custom design and installation of wine cellars and we are proud to be the lone company in this area with that distinction.

My desire to grow my business of building functional wine rooms is, understandably, a main concern; however, it is just as important to emphasize my willingness to advise and fully support those who have a dream of building wonderful bastions of wine with their own hands...please feel free to call at any time, day or night with your questions and together we will find a solution to any problem you might incur in your adventure; I am very willing to help each and every one of you in your quest to preserve your wonderful investments in a beautiful yet functional wine cellar. The pride and enthusiasm when undertaking this project is paramount and the pinnacle of satisfaction reached has few peers upon completion--my brief conversation with your own Bob Young strongly underscores this fact.

My designated area stretches from McCall to Boise, Twin Falls to Ontario, and beyond. I invite you to view my website where you can see a few of our projects and please call me for a brochure. Finally, when the subject of wine cellars pops up in your conversations with friends and family you will have somebody to refer them to.

I am looking forward to meeting each and every one of you. God bless your family and friends and please make it a great day.

Steve T. Carper  
208.841.7131  
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[stevcarp@hotmail.com](mailto:stevcarp@hotmail.com)