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**THE WINE EMPORIUM
474 COLUMBUS AVE
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HOURS & SERVICES

Store Hours

607 Tremont St location is open Mon-Thurs 9:00 to 10:00, Fri-Sat 9:00 to 10:30, Sun 12:00 to 6:00
474 Columbus Ave location is open Mon-Thurs 10:00 to 10:00, Fri 10:00 to 10:30, Sat 9:00 to 10:30, Sun 12:00 to 6:00

In-Store Wine Tastings

607 Tremont St offers wine tastings to the public every Thursday and Friday evenings from 5:00 to 7:00
474 Columbus Ave has tastings every Friday from 5:00 to 7:00 and Saturday afternoon from 3:00 to 5:00

Need Delivery? Give us a call! Minimum purchase of \$75.00 required. Area restrictions apply, and advance notice is requested

607 TREMONT ST 617-262-0379
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A TOAST TO YOUR HEALTH!

Wine is the drink of magic. Its romantic and seductive powers have beheld even the most cynical. But lately there have been studies that indicate wine is also beneficial to the body, aiding in helping prevent diseases such as cancer, heart disease, dementia, and the onset of stroke.

Leading the way in prevention are compounds called phenolic flavonoids, or catechins, which are antioxidants found in the skins of grapes and other fruit. While these compounds can be obtained from eating fruit and drinking juice, research has found they are in higher quantities in red wine, mostly due to the anaerobic process of how wine is made. When these flavonoids are exposed to oxygen, they lose their potency, and thus, their potential benefits.

How these compounds work is fairly simple; antioxidants prevent "free-radicals" such as LDL, the bad type of cholesterol, from doing any cellular damage. The most important of these antioxidant compounds is resveratrol, a compound that has a similar genetic makeup to estrogen. The uses for resveratrol are enormous and are being examined in numerous studies researching how resveratrol can aid in cancer treatments, coronary heart disease, preventing the onset of Alzheimer's, Parkinson's and other forms of dementia. A recent study done by Harvard also shows that resveratrol might even have influences on aging. According to a report in May of 2003 in the journal *Nature*, resveratrol has extended the life span of yeast cells by nearly 80%. The human body has several types of cells with similar structure to that of yeast cells, so the use of resveratrol in preventing the onset of aging is promising. It just makes drinking wine that much more delicious!

When it comes to preventing coronary heart disease, a moderate consumption of wine (no more than two glasses daily) has been shown to increase the level of HDL, or good cholesterol, in the blood stream, and prevents the LDL from causing damage to the lining of the arteries. Even when LDL is left in the blood

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OLD WORLD V. NEW WORLD

Novice wine drinkers often come across the terms "Old World" and "New World" when first learning about wine. But what do these terms refer to? Strictly speaking, the difference between these wines comes down to a few simple differences. First off, the Old World refers to wines produced in Europe: predominately France, Spain, Italy, and Germany; whereas new world wines refer to those wines produced in North and South America, South Africa, Australia, and New Zealand. That's the easy distinction. The main difference, however, is in how the wines are made and the style of the wines themselves.

Making wine in the Old World is a centuries long tradition in which the wine makers have a vast knowledge of their soil composition. They know exactly what types of grapes grow best in their distinctive microclimates, and as a result, the wine makers expect to get a reflection of their earth, or terroir, in their wines. This is a big distinction between Old World and New World wines. In the Old World, the wine is judged as how it best reflects the soil from which it came. The distinction of the soil can vary drastically from one vineyard to another, which is why most wines in the Old World are either named by their town of origin or by their region, rather than by varietal, as is the practice in the New World. There is a common belief among Old World producers that if one plants and maintains healthy grapes best suited to the soil a good wine will emerge. As a result of this philosophy, there are strict government regulations in the making of wine in the Old World, leaving little room for the personality of the wine maker to emerge. The wines of this style are often consistent in showing the quality and character of their origin and tend to be subtle, earthy, crisp, and best paired with food. Quoted in the *San Francisco Chronicle*, Jim Denham of the Wine Steward says it best when referring to Old World wines, "They're like poetry. They don't speak noisily, but profoundly. Sometimes you can forget to taste them and just swim in their nose."

Wines of the New World are an entirely different story and of a different breed altogether. The New World refers to precisely that: new. The soils are not as well known, leaving the wine makers more inventive means to fashion their wines. Unlike

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THE WINE EMPORIUM

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TOAST CONTINUED

stream, the phenolic compounds found in wine, including resveratrol, appear to prevent the LDL from causing any damage, therefore leading to a reduction in risk of developing coronary heart disease, stroke, or any other cardiovascular ailment.

In addition to preventing the onset of heart disease, moderate consumption of wine is also beneficial to staving off cancer. In a June 2000 issue of the *Journal of Cellular Biochemistry*, the same phenolic compounds used by the body to help the heart were also found to slow the growth of breast cancer cells, suppress the growth of prostate cancer cells, and also stop the growth of liver cancer cells. A separate report by researchers at the University of Missouri School of Dentistry found that resveratrol and another wine antioxidant called quercetin may also inhibit the growth of oral cancer cells. These antioxidants were discovered to be more plentiful in red wines than in whites, mostly due to the fact that red wines are fermented with the skins where the antioxidants are found, while white wines are fermented without them. The use of resveratrol is also being considered

in chemotherapy, as not only does it prevent the cancer from growing,

but new studies indicate that resveratrol blocks the ability of cancer cells to metastasize to bone.

Another intriguing study, this one reported by the *American Journal of Epidemiology*, and later backed up by the *American Journal of Clinical Nutrition* showed that among those who drank in moderate consumption there was a 12% to 16% greater bone mineral density than among those who were described as abstainers or heavy drinkers. This finding pertained not only to women, but to men as well. However, those who drank in excess found their bone densities to be thinner than those who drank moderately or not at all.

The use of wine antioxidants in preventing or slowing the stages of mental disorders such as Alzheimer's or Parkinson's is very similar to how the heart is benefited. Free-radicals not only affect the blood stream leading to clogged arteries

in the heart, but also affect the brain. Just as the heart needs to be protected from oxidized fat to prevent coronary heart disease, the brain is also at risk. It's been shown that resveratrol can protect the brain against oxidative stress and keep cells alive.

In addition to brain disorders, resveratrol has also been shown to reverse the signs of inflammatory response to due to spinal cord injury on a level comparable to using synthetic steroids by inhibiting specific enzymes that change the way individual cells respond to the initial injury.

While it would appear that wine is nature's natural over the counter prescription drug, there are several other factors that cannot be ignored. The most important is that in all the studies done to show the beneficial uses of wine, the only benefits obtained were by those who drank moderately. Drinking in excess of two or three glasses of wine daily proved to not only offset the benefits that wine and the phenolic compounds had to offer, it actually proved to be more detrimental to the human body. Secondly, it should be known that while resveratrol is found in wine, the amount of the

phenolic compound depends heavily on how the grapes were grown. Resveratrol is produced as a response to fungal infection, so wines that were treated with pesticides will have virtually no resveratrol whatsoever.

Organic wines from certain areas will contain the most amount of resveratrol than any others.

Thirdly, it should be stated that drinking wine alone will not cure or prevent any of the ailments discussed. Should any signs of these diseases be present, it's important to report these findings to a doctor or physician immediately. Last, there are social ramifications that aren't necessarily a part of these studies that should be made aware. While not quite a fact, nor a generalization, research points out that wine drinkers tend to have a higher degree of education and salary that often leads toward better nutritional habits and easier access to professional health care - something that could potentially offset the findings of several of these studies.

NEED ADDITIONAL HELP? ASK MAX, MIKE, OR ADAM FOR FURTHER ASSISTANCE WITH YOUR WINE!

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STYLE CONTINUED

the Old World, New World wines are judged in how best the wine reflects what the grape has to offer. This is why the wines are always labeled by varietal. A Pinot

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OLD WORLD V NEW WORLD WINES

- **CH NAUDIN ALIGOTE V FOXGLOVE CHARDONNAY**
- **DOM MAILLARD PINOT NOIR V RUSACK PINOT NOIR**
- **CH LE PAYRAL V NEW WORLD SAUVIGNON BLANC**
- **CH BONNET BORDEAUX V DOWN UNDER MERLOT**
- **JERMANN PINOT NERO V SCARBOROUGH PINOT NOIR**
- **PARALLEL 45 V NEW WORLD SYRAH**

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CHAMPAGNES AND SPARKLING WINE

- **MUMM'S CORDON ROUGE CHAMPAGNE**
- **MUMM'S EXTRA DRY CHAMPAGNE**
- **CHANDON BRUT CLASSIQUE SPARKLING**
- **CHANDON RICHE SPARKLING**
- **CHANDON ETOIL BRUT SPARKLING**

Noir from Napa is not meant to best represent what Napa itself has to offer, but the best that a Pinot Noir can be according to the style of the grape. These wines are made for a modern palate that can stand alone without food. Denham adds, "Alcohol for Americans is a self-contained experience, and we make our wines the same way...as cocktail wines. Americans approach alcohol differently. Our use of wine is that it needs to stand alone and work by itself." Because there is a lack of tradition in New World wine producing, the government regulations are less strict, allowing the wine maker new opportunities unavailable in the Old World in terms of blending, fermenting, growing, and harvesting, and thereby making these popular stand-alone wines. Typical New World flavors include fair amounts of oak and fruit that tend to have more body.

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CHAMPAGNE LABLE INTRIGUE

- **BLANC DE BLANCS - ALL CHARDONNAY**
- **BLANC DE NOIR - ALL DARK SKINNED GRAPES**
- **CUVEE - A BLEND OF GRAPES**
- **NON-VINTAGE - A BLEND OF DIFFERENT YEARS**
- **VINTAGE - A BLEND FROM A SINGLE YEAR**
- **BRUT - VERY DRY**
- **SEC - DRY, BUT NOT LIKE BRUT**
- **DEMI-SEC - OFF DRY**
- **DOUX - SWEET**

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CHAMPAGNE ALL AROUND

Champagnes and sparkling wines are the perfect accompaniment to any celebration, whether it's a wedding, New Year's Eve, Valentines Day, or just a simple congratulation. The difference between the two, however, is often times more than just where they're made, but how they're made. Both styles are made by causing a still wine to ferment for a second time, but tradition dictates Champagne must be fermented in the bottle sur lee, while most sparkling wines are fermented in a steel tank.

Developed by a Benedictine Monk named Pierre (Dom) Perignon, the classic Champagne method involves allowing the still wine to undergo a secondary fermentation in the bottle. After the fermentation is complete, the wine is permitted to rest on its lees, or the debris remaining from fermentation that includes dead yeasts, for a minimum of fifteen months for non-vintage

Champagnes, or up to three years for vintage wines. The contact with the lees gives the wine its character, its grace, and its desirable aromas and flavors. After the contact with the lees is finished, the wine undergoes a slow process in which the bottle is spinned so as to gather all the lees in the neck of the bottle. The neck of the bottle is then frozen, the cork is removed, and the icy block of lees is taken out. The process of making good Champagne is expensive and time consuming, and usually requires from one to five years to reach the desirable finished product. Try **Mumm's Cordon Rouge** and **Mumm's Extra Dry**, as well as **Veuve Clicquot Brut Rose** as great examples!

Sparkling wines are made by a much simpler process known as the Charmat method. In this method, the still wine undergoes its secondary fermentation in large steel tanks. Once the fermentation is complete, the wine is immediately pumped into bottles. There is no contact with the lees. By using the Charmat method, the sparkling wine is ready within a matter of weeks, instead of the years required to make true Champagne. The Charmat method is economical and inexpensive, and the results, while different from those in Champagne, are also delightful. Using this method makes popular sparkling wine like **Mionetto's Prosecco**, and **Chandon's Riche**, and **Chandon's Etoile**.