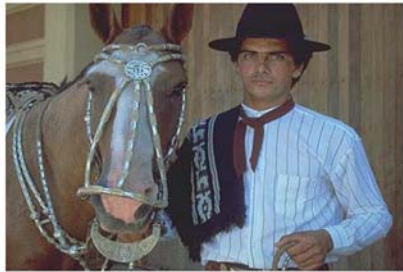




10 DE NOVIEMBRE
DIA DE LA TRADICION



Celebrate “*Day of the Gaucho*” With..... SYRAH!

November 10 marks ***Dia de la Tradicion***, the day the people of Argentina recognize the contribution of the ***Gaucha*** to Argentine culture. Week-long festivals throughout the country culminate in massive parties of music, dancing, beef and wine to honor these “South American Cowboys”.

You’d think the Gauchos’ wine of choice for such an event would be the emblematic Malbec. But many prefer the rich, smoky flavors of an Argentine Syrah for a change as they toast their fellow cowboys.

If these Gauchos were all lucky enough to try our favorite Argentine Syrah - the ***2005 Luca Syrah***, chances are there wouldn’t be enough left for you! Luckily, we were able to secure several cases of this Gaucho-worthy Syrah before the Day of the Gaucho festivities begin – and at a killer price!

2005 Luca Syrah



Luca #1 Most Popular Argentine Wines - Wine & Spirits Annual Restaurant Poll, 2006

“Deep fruit flavors of blackberry jam, blueberry, black cherry and hints of sweet/spicy oak. Three L’s —lush, long and loveable. Not French Syrah, not California Syrah—truly Argentine Syrah, with some Malbec lending some nice additional complexity.”

Bottle price: \$30
Special 3-pk price: \$XX, originally \$90

At this price, make sure you pick up several bottles - one or two to toast the Gauchos on November 10th, and a few others as you toast the Pilgrims two weeks later!

Hurry, this special pricing will only last two weeks.

Call us at xxx-xxx-xxxx if you can’t make it down today, and we’ll set some aside.
Don’t miss this opportunity to salute a Gaucho and a Pilgrim at the same time!

Argentine Wines—powered by



From The Kitchen

Syrah is a perfect companion for the rich, succulent flavors of Thanksgiving. The Luca Syrah is an especially ideal mate for this delicious recipe of **Herb-rubbed Roast Turkey & Shitake Mushroom Gravy**. Give it a try this Thanksgiving as you raise a glass to our Gaucho friends down south.

Visit www.vineconnections.com/turkey.htm for the recipe!

Did You Know?

Gauchos are generally nomadic and live on The Pampas, the immense grassy plains located in central Argentina between Buenos Aires and Mendoza province. The Pampas represent over 50% of all the country’s land.

Similar to our cowboys, gauchos roam the open plains while tending cattle. However in Argentina, gauchos are still quite active and play a significant role not only in the country’s culture but also the livestock industry.