



## TERR-WHAT? TERROIR!

**H**ave you ever been wine tasting and the sommelier has started going on about the level of rain before harvest or an early freeze or limestone deposits or the presence of eucalyptus in a nearby field? Well, they were describing the terroir. Terroir (pronounced “tear-wah”) is a French word that is defined as the system of environmental factors that affect the quality of grapes and therefore the wine. Also, some grape varieties thrive in particular environments, so winemakers are pretty selective in which terroirs they grow their vineyards. Since terroir heavily influences the wine harvest, it also greatly alters what techniques are used in the winemaking process. The four main components of terroir are: soil, climate, topography, and nearby plants.



### SOIL

When looking at the soil, winemakers assess the soil’s fertility, drainage, and ability to retain heat. The soil will also determine how much water, minerals, and nutrients the grapevines receive. Of course, some of these factors can be manipulated by the grower (like irrigating and fertilizing).



### CLIMATE

The climate of a region affects how quickly the grapes ripen, how much sugar (and how much alcohol content) the grapes develop, the acidity, tannins, and flavors. Hot and humid regions tend to grow the best full-bodied reds where grapes, can develop high sugar (and high alcohol) content, mellow tannins and delicious soft fruit flavors (think Californian Cabs and Australian Shiraz).

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# TERR-WHAT? TERROIR!+



## CLIMATE +

Cooler, more moderate regions tend to grow the best light-bodied reds and whites. In the cold, grapes ripen slower, which produces a lower sugar (and alcohol) content. These wines tend to be more acidic, more crisp and refreshingly herbaceous/earthy (think Oregon Pinot Noir and German Gewurztraminer).



## TOPOGRAPHY

Topography, or the terrain of the area, greatly affects the outcome of a vineyard. While the larger features of a growing area are the most noticeable (like the large, flat valleys of Central California or the mountainous terrain of the Chilean Andes growing area or the massive rivers of Australia), the nuances of the topography also play into wine growing. Things like the incline of a slope affects how the water drains when it rains. Slopes also change how the sunlight touches plants. Wind and air currents circulate differently according to the landscape. Having a lake or river nearby stores heat and releases heat from the sun and changes the local humidity. Some vineyards even rely on the water surface reflecting sunlight to help ripen the grapes, like on the bank of the Mosel River in Germany.



## SURROUNDING PLANTS

The local flora and fauna surrounding a vineyard can greatly change the flavor profile. In California, where eucalyptus grows near some wineries, people swear they can taste a minty note in the wine (most likely caused by oils from the trees adhering to the grapes and then being processed into the wine). The natural yeasts in each region also can change the flavor of a wine. Some winemakers rely only on the natural yeasts from the environment in the fermentation process, which will result in a different flavor profile than adding commercial yeasts.



# WHAT'S THAT SMELL?

Whenever you see someone who knows a thing or two about wine do a tasting, you will see them look, swirl and smell- all before they actually taste the wine. When they put their nose in the glass and inhale deeply, what nuances are they sniffing for? So much of how we experience wine is in the smells. Here is the breakdown of all the amazing aromas found in wines, so you too can be a sniffing savant:

## FRUIT NOTES IN WHITE WINES

White wine described as crisp or refreshing often has fruity notes.

**CITRUS:** lemon, lime, tangerine, orange and grapefruit

**EXOTIC:** stone fruit (like peaches) and pineapple

**VERY SUBTLE:** pear, melon and apple

Try: **AR Colheita Especial White** (lemon and citrus notes)

Try: **Cape White** (subtle melon and green apple with tropical fruits and grapefruit)





## FRUIT NOTES IN RED WINES

Red wine is usually described as having either red or black fruit notes

**RED FRUITS:** red cherries, cranberries, strawberries and raspberries

**BLACK FRUITS:** black cherries, blueberries, blackberries and black currants

**VERY SUBTLE:** pear, melon and apple

Try: **Ai Galera Poetico Red 2019** (red berries)

Try: **Bacanisimo Tempranillo/Monastrell** (black fruits)



## WOOD

Notes of woodiness come from aging both reds and whites in oak barrels. Aromas from wine aged in barrels are often described as: spice, vanilla, cedar, oak, toast, tobacco and caramel.

Try: **Tucana Cab/Pinotage 2019** (light notes of smoke and oak)



## EARTH

When wine drinkers sense “earthiness” in a wine, it is because of notes imparted from the terroir or place of origin.

**EARTHY NOTES:** mushroom, soil, truffles and fresh cut grass

Try: **Red Boar Bobal** (earthiness from the calcium-rich growing conditions in its growing region of Spain)

Try: **Cochon D’Or Rouge 2019** (earthiness of soil and truffles)



## OTHER AROMAS

These notes don’t really fall neatly into any of the other 3 main categories:

**BUTTER:** usually found in white wines that go through a secondary fermentation process (like California Chardonnay)

**FLOWERS/HERBS:** (found in both Reds and Whites) citrus blossom, lavender, rose, lily, violet, geranium, honeysuckle, mint, thyme and rosemary

**MEAT**

**LEATHER**

Try: **Villa de Mare Fiano** (fresh citrus and floral notes)

Try: **Chateau Cazevielle Origine** (herbaceous)  
Try: **The Vigilant Malbec** (leather)

## BAD AROMAS

If you ever smell wet newspaper/cardboard (musty/inky/old paper) or wet dog, the bottle probably has cork taint or is “corked”. It’s best to just open a fresh bottle.





## HOW TO PROPERLY DECANT

**FIRST, WHY DECANT AT ALL?** Decanting increases a wine's exposure to oxygen, which greatly improves the taste by reducing tannins (which cause that mouth-drying sensation) and releasing the more nuanced flavors of the wine, like fruit and floral notes.

**FULLER-BODIED REDS**, like Cabernet Sauvignon, Petite Sirah, Syrah/Shiraz, Malbec, and most Tempranillo and Zinfandel, are going to need more decanting time/greater air exposure than any other wines (1-2 hours). These wines open-up best with a really wide-based decanter.

**MEDIUM-BODIED REDS**, like Merlot, Sangiovese, Barbera, Cabernet Franc, Carmenere or Granache, need less decanting time and can be served from a medium-sized decanter (20ish minutes).

**LIGHT-BODIED REDS**, like Pinot Noir, Gamay and Beaujolais, should be served in a chilled, small decanter.

**WHITES AND ROSÉS** do not require decanting at all, but look lovely when served in a chilled, small decanter.

### IS THERE A PROPER WAY TO DECANT?

Yes and no. You aren't going to "hurt" the wine by doing your own thing, but if you want to get the most benefits, follow these simple steps:

1. Pour the wine so that it hits the side of the decanter and spreads out- this gets maximum air to the wine.
2. It's totally fine to hold the decanter by the neck and give it a good swirl.
3. If your wine has sediment (which is pretty common in older reds and isn't a defect and won't hurt you), you can pour it through a tea strainer or use the candle/light method that restaurants use- position a candle or light under the neck of the bottle. When you see the sediment reach the neck, stop pouring.
4. Give full-bodied or older reds 1-2 hours to fully decant. Cheaper reds really benefit from decanting too.

### FINAL THOUGHTS: DO YOU REALLY NEED

**TO DECANT?** No, you can pour your wine into your glass, swirl it around by hand and enjoy as is, just know it might taste substantially better with a little time and air. At Splash, we LOVE the Magic Decanter, which you hold above your glass and it aerates as you pour the wine through it (such a time saver and is available online, in our store). At home, most of us love the look of a decanter as a piece of functional art. One thing to remember when you consider buying a decanter is to get what you love the look of but remember that you have to be able to clean it. A rinse with water and unscented soap is the way to go 99% of the time. Over time, if you notice mineral build up, you can purchase a decanter brush or do what we do- shove a scratch-free sponge into the decanter and use a wooden spoon to give it a good scrub.





# ReWINEd CRAFTS

by Daintry T., Operations Assistant

## AIR PLANTS

This ReWINEd craft project couldn't be easier, and all you need are four items to spruce up your home with a little green for Spring:

### INSTRUCTIONS:

**Step 1:** A wine bottle cork — maybe a cork from that special occasion that you want to remember.

**Step 2:** A fast-drying, non-toxic glue. I used the E-6000 brand glue that you can find at any craft store or online, but Elmer's will work.

**Step 3:** A magnet — Available at any office supply or craft stores. Also, consider magnetic tape which can be easily cut to any desired length. I used a disc magnet that I found in a 10 pack at my local Craft Warehouse.



**Step 4:** An air plant — there are lots of sources online for these or you can find them at your local grocery store in their floral department, or a home improvement store will usually carry air plants year-round. It's important to use an air plant (which gets its moisture from the surrounding air) and not a plant that requires soil or watering- there just isn't enough space in the cork.



## SPLASH DOGS CHESNEY IMESON

We'd like to introduce you to Chesney, our CEO & Founder, Rob Imeson's Golden Doodle. Chesney is technically a golden doodle, but we often tell people, "There is no Poodle in our Doodle." As a senior lady, she generally spends her day napping in the sunshine and only gets excited at meal time. She thinks goose poop is a delicacy and especially enjoys rolling in the fresh stuff. She is incredibly sweet

and everyone she meets becomes her favorite person. Chesney is one of the original Splash Dogs, but in her retired life spends most of her time at home with her mom, Cary.

**AGE:** 9 years old

**BEST FRIEND:** Molly

**FAVORITE TREAT:** Fresh Green Beans (trying to keep her figure looking good).

**BEST TRICK:** Making her sister finish her food by staring at her until it's gone.

**FAVORITE THING TO DO AT WORK:**

Sleep on the sofa all day

**SQUEAKY OR BOUNCY TOY:** Doesn't really care about toys if there is no food involved



# RED WINE BROWNIES

Sometimes you have a little extra red wine leftover (I said sometimes...you only need ¼ cup). And one of our favorite new ways to use up the last of a bottle is to make fudgy, gooey, red wine brownies. These brownies are like two

PERFECT worlds colliding. The richness of dark chocolate and the depth of flavor of the red wine makes these brownies truly special. Nearly black in color, these not-so-sweet treats are a real crowd-pleaser.

## INGREDIENTS:

- 1 stick (½ cup) unsalted butter
- 4 ounces bittersweet chocolate, chopped (we used Ghiradelli 60% bar)
- 1 cup light brown sugar
- ½ cup granulated sugar
- 2 eggs
- ¾ cup cocoa powder
- ¼ cup flour
- ½ teaspoon salt (plus some coarse/kosher salt to sprinkle on top)
- 1 ½ teaspoons vanilla extract
- 1 teaspoon almond extract
- ¼ cup red wine (we used Pinelli Barbera d'Asti)



## DIRECTIONS:

Pre-heat your oven to 350 degrees F. Line an 8x8 baking pan or dish with parchment paper or coat well with non-stick spray. In a microwave safe dish, melt the butter and chopped chocolate. Heat in 15 second intervals and stir in between until well-melted and combined. You can also melt the butter in a pan on the stove over low heat and mix in the chopped chocolate, stirring until well-combined.

Add brown and white sugar to a bowl and combine with a hand or stand mixer. Slowly pour in melted chocolate and butter mixture.



Add room temperature eggs and continue to mix. Beat on medium-high for 1 minute.

Turn the mixer on low and slowly add remaining ingredients.

Pour batter into the prepared pan. Bake for approximately 35 minutes (we recommend that you start checking for doneness at about 30 minutes- you will know they are done when a toothpick inserted into the center comes out clean). We like very fudgy brownies, so we sometimes take them out at the 35-minute mark and allow to pan bake on the counter.

Cool slightly before cutting so the brownies hold their shape.





## SPOTLIGHT ON: THE REPUBLIC OF GEORGIA

8,000 years! That’s how long the country of Georgia has been continually perfecting the art of winemaking. Unfamiliar with Georgian wines? Well, you won’t be for long. Georgia is experiencing a boom in both the production and exporting of wine post their 2008 war with Russia. During this period of regrowth, Georgia went from having 80 registered wineries in 2006 to almost 1,000 by 2018.



With 430 indigenous grape varieties, there is something for everyone when it comes to sampling Georgian wines. While most of the wines imported to the US are dry reds, about 70% of the 90 million bottles produced annually in Georgia are sweet to semi-sweet reds, which are meant to be consumed young and are brimming with dark forest fruit and spice notes with a clean (never jammy) finish.



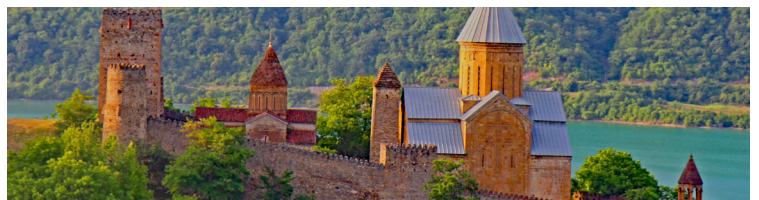
Perhaps most famous for their use of kvevri (pronounced “kway-vree”; lemon shaped clay pots up to 6 ft tall that are buried in the

ground up to their necks and used for fermenting and aging wine), this ancient tradition was almost wiped out in the 20th century as Soviet tastes deemed these practices outdated, preferring the speed and efficiency of steel barrel production, and ultimately banning small, family winemaking.



In secret kvevris kept in basements, families kept tradition alive and as the demand for low-intervention yet budget-friendly wine increases, so has the interest in this ancient art. Winemaking at its most simple, grapes are added to the kvevri and when the initial alcohol fermentation is complete, the kvevri is sealed, with the ground maintaining constant temperature, and not opened again until Spring, when the wine is removed. And while this process may sound straightforward, there is a true art to creating the perfect conditions to craft this beautiful and unique wine. Georgian wine, almost more than anywhere else in the world, is deeply connected to nature, family, and tradition and is well-worth seeking out.

Interested in trying some Georgian wine? Splash has you covered! Check out Mildiani Family Winery Saperavi 2018 (Red) & Mildiani Family Winery Rkatsiteli 2018 (White)



# WHAT THE HECK ARE SULFITES?

You may have heard people talk about sulfites like they are the big, bad villain of wine lovers' nightmares. But before we get out the pitchforks and panic, let's talk about what sulfites really are. Sulfites, also called sulfur dioxide, come in two types: natural and added.

Naturally occurring sulfites happen **NATURALLY** during the fermentation process and (guess what...) you can't escape them! Ok, that sounded slightly more ominous than it should have. But unless you have sulfite allergies, you probably unknowingly consume sulfites pretty frequently with no ill side-effects (think lemon juice, sauerkraut, dried fruits, molasses, pickles, pizza crust, French fries and on and on).

Sulfites are actually super beneficial. Sulfites are a natural preservative. Without them, the wine you love wouldn't just be undrinkable, it would be a microbial-laden, swamp of sadness. Saving a bottle to open on your 25th anniversary? Yeah, without adding additional sulfites, it would be vinegar at best and a trip to the hospital at worst. Added sulfites are a winemaker's best friend—they kill off unwanted bacteria and yeast and allow wine to ferment without going bad.



If sulfites are so great, what's with all the bad press and rumors? Let's set a few things straight:

1. You probably don't have an allergy to sulfites (less than 1% of the population has a true sulfite allergy and the majority of those who do have asthma symptoms triggered by exposure). So, if you don't have an allergic response to shrimp (which contain more sulfites per serving than an entire bottle of Sangiovese), you are probably fine with sulfites.
2. As much as I want to blame my red wine headache on sulfites- they simply aren't to blame. Like all alcohol, drinking too many glasses can lead to dehydration and headaches. Also, it's more likely that histamines (which occur naturally as part of the fermentation process) are to blame. If you are histamine intolerant, you may get headaches (and tummy troubles or hay fever symptoms) from any high-histamine food, like parmesan, tomatoes, spinach, etc.

So, why are wines required to have the label "contains sulfites" if they aren't harmful to your health? Starting in the 1970s, anti-alcohol lobbyists worked relentlessly to vilify wine and they decided to use fear-mongering tactics around the lack of public understanding of sulfites and a slight rise in people with serious sulfite allergies to make sulfites the big, bad wolf. In 1987, they succeeded in passing a law requiring "contains sulfites" on wine labels if the product contained more than 10 PPM (parts per million) and banning wine with more sulfites than 350 PPM (on average, wine has about 80 PPM).

If sulfites were truly problematic, all sulfite containing foods would be required to have the same label. Can you imagine that healthy pouch of organic, dried fruits having a massive label saying "CONTAINS SULFITES" (for the record, dried fruit contains 3500 PPM on average, about 40x the amount of wine).







## MEET THE TEAM

### CASSIE, CUSTOMER SERVICE REP

#### CASSIE, WALK US THROUGH YOUR DAY

*"I always like to start my day with a clear mind and a positive attitude. I look forward to assisting our customers, even if it's a tough cookie*

*to crumble. I pride myself on finding a way to solve any issue and always try to find a way to make our customers happy and feel like I made their needs/requests a priority. I leave every day with a happy heart and smile on my face knowing I have been an easy resource for our customers to get what they need!"*

#### TELL US A LITTLE MORE ABOUT YOURSELF OUTSIDE OF THE OFFICE...

*"I have always been a family-oriented person. I love to adventure with my 10-year-old yellow lab, family, and friends any chance I get! Camping is my favorite thing to do, but I have a new hobby I'm hoping to master, which is the electric guitar...I still have a long way to go. Another passion I have is acrylic flow art. It is so relaxing and satisfying to create. Each piece of art I create is different and that's what I appreciate most about it."*

#### WHAT IS YOUR FAVORITE WINE WE HAVE AT SPLASH?

*"My favorite wine at Splash Wines so far would have to be the Angela Estate Pinot Noir. I love the hint of the fruit & spice and everything nice, all in one sip!"*

#### WHAT IS YOUR FAVORITE PART ABOUT WORKING IN THE WINE INDUSTRY?

*"I would say my favorite part would be learning something new everyday. I enjoy that we sample all the wines and we help decide what to offer to our customers. I think wine is an art and I feel we are a small family rather than a small business and I am truly blessed to have such an amazing position at Splash Wines!"*

#### WHAT IS THE BIGGEST THING YOU HAVE LEARNED FROM IT?

*"I would say communication and being honest. I feel that has always been my go-to with life. I also feel like I understand the science behind the process of wine being made and I had no idea before I started here at Splash Wines!"*

#### WHAT IS YOUR FAVORITE FOOD TO PAIR WINE WITH THAT YOU USUALLY WOULD BE EMBARRASSED TO SHARE?

*"Surprisingly I enjoy eating sour gummies with a nice crisp glass of Sauvignon Blanc - I have quite the sweet tooth or maybe sour tooth? Ha Ha!"*

#### WHAT IS YOUR FAVORITE MOVIE?

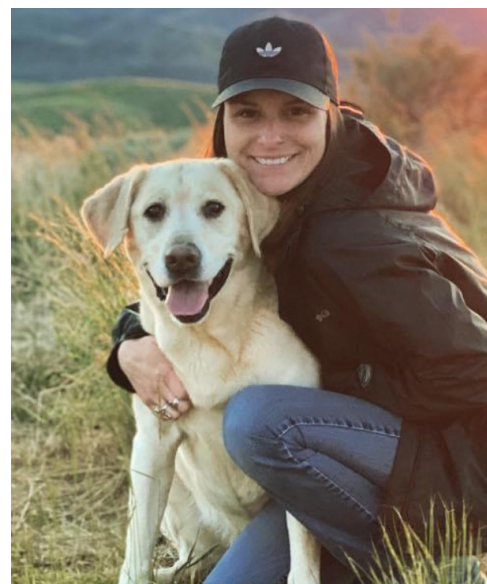
*Dazed & Confused*

#### WHAT IS ONE RANDOM FACT ABOUT YOU THAT NOT VERY MANY PEOPLE KNOW?

*"I have moved to 4 different states in 1 year."*

#### WHAT IS YOUR GO-TO KARAOKE SONG?

*"Simple Man"  
by Lynyrd  
Skynyrd*



# JUST A SPLASH

## A LETTER OF FROM OUR FOUNDER



We are often asked how it is possible to offer such great wines at such low prices. People wonder why they can't find the same quality for the same price at their local grocery or liquor store. The answer is simple: At Splash Wines, our primary mission has always been to find incredible wines at unbelievable prices and that quest is never-ending.

We've spent more than 40 years and 3 generations building relationships in the global wine community and those relationships are our lifeblood. Our long-time winery friends in the vineyards know what we want and do a great job supplying it to us whether it is ongoing production, the result of a great vintage or just the need to clear room for next year's production. We also approach wine from the perspective of substance over fluff, so if we can get great wines from lesser-known regions, we won't hesitate to do that.

Of course, when we do find an amazing deal—and we always do—we pass the savings on

to our loyal customers without the burden of traditional middlemen. That's just a small part of the Splash promise, but it means we get you consistently better wines at consistently lower prices. As always, thank you for being a Founder's Member. We know we wouldn't be here without your support and we will never take it for granted.

Rob Imeson,  
CEO & Splash Founder

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VALID THROUGH JULY 2021

Splash™

