



Dear

## July 2008 e-Newsletter

Mid winter is an important time to maintain health and vitality. So please do not forget your Madiran and St Mont red wine tonics on cold evenings with a hearty meal. As we know they are part of a healthy lifestyle. We have a special on one of the finest Madirans, Ch Montus.



It's been our great pleasure to offer a little assistance to customers planning French holidays including a visit to the South-West. We can confirm you are welcome to visit our winemakers. Most provide free samplings and have many quality wines to try. See also the brief comment about some great tourist attractions in the Madiran region.

### In this issue:

- **Madiran vintage 2007 report**
- **30% OFF [Ch Montus '03](#) is a steal on this PREMIUM red**
- **Wine Tasting & Tourism in the Madiran**
- **A wise woman**

Recent good ratings on our wines include –

[Chateau Montus 2003](#) - 91/100 Wine Spectator - and its on SALE

Domaine Berthoumieu [Charles de Batz 2004](#) - 91/100 Wine Spectator

## Vintage 2007

In regards to the grape harvest in the Madiran it's interesting to note that the Tannat grape ripens late and therefore it benefits from the traditional late "Indian Summer" when the region experiences a couple of months of exceptional clear sunny warm weather into autumn. This allows the Tannat grapes to ripen well, whereas other appellations such as in Bordeaux may suffer a poor vintage after a bad summer and their earlier picking. This was the case with 2007. The Madiran vintage report for 2007 however is that it is a typical vintage producing characteristically fresh and fruity wines.

### How to get the most pleasure from our wines

Serve Madiran & St Mont red wines at 16° to 18°C. Too cold and the tannins (dryness) are too evident. Too warm and the alcohol can burn on the tongue which diminishes the pleasure. To store the wine over several days in hot temperatures put them in the fridge and return them to drinking temperature before consuming.

For immediate consumption of a bottle, particularly the richer most concentrated Madiran reds, decanting the wine is beneficial to your experience and pleasure of the wine.

If you have not experienced healthy [Madiran & St Mont](#) red wines before then now is the time. Our customer [TESTIMONIALS](#) confirm the research.

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**WORLDS MOST POTENT WINES THAT PROTECT AGAINST HEART DISEASE**

**30% OFF**

**Ch Montus '03**

**Was \$46.80 Now \$32.80**

**[Buy now](#)**

**91/100 - Wine Spectator**  
Healthy heart rating ♥♥♥♥

Ch Montus is meticulously made, dense, savoury and a highly distinctive wine. A ripe, heady aroma, concentrated flavours of dark plum, cassis, mocha and chocolate. There are plenty of ripe tannins, balanced by the powerful structure and a long, long finish filled with spice & smoke. It's a big wine in the usual manner of Montus and retains all the qualities of this exceptional label.



80% Tannat from low-yielding 25 year old vines and 20% Cab Sauv.

### 10% Discount for regular orders program

Join our regular purchaser program and receive 10% discount on every delivery. For your convenience we will ship an order as regularly as suits you and charge your credit card automatically. Either define your selection or discuss with us how we can deliver a varied selection each order that suits your budget.

To see and print the subscription form

## A Wise Woman

As the economic outlook deteriorates we are striving to control our costs as we order new stock. We hope to maintain customer loyalty and part of that is having an effective, proven, compelling product set that differentiates us from others. "Pleasure with a purpose" could be our motto. The words of Coco Chanel very much reflect our aspirations –

"In order to be irreplaceable, one must always be different" *Coco Chanel*



## Wine Tasting & Tourism in the Madiran



A number of customers have called to ask if it is possible to visit our Madiran winemakers' estates and YES, this is possible. All our winemakers provide wine tastings, usually free of charge. If you want address details then just email us for the information. They all have a larger range of wines than we import so there are many delightful other wine experiences to have. From dry and sweet whites, to Rose, red wine

liqueurs, Gascogne and more - the choices are plentiful. Its worth the experience because they are all quality winemakers with a lot of new experiences on offer.

July in the South-West is festival time and many villages have festivals of various types. From classical and jazz festivals to bull fighting. There are some Spanish influences in the South-West and several villages have bull rings. I attended a bull fight in Castelnau-Riviere Basse and while it is a very popular and traditional "sport" for the locals it is sad to see such lovely animals meet their fate.



If you visit the region it is a must to visit the village of Madiran. Off the main road (D48) is the Madiran winegrowers tourist office which is a great source of information.

Next door is the village church and in the basement is the 3rd century crypt of the earliest known church on the site. Such history!

Another enjoyable and informative visit is to the Museum D'Artagnan in the village of Lupiac. There is much more to the man than what we know from Alexandre Dumas's story of The Three Musketeers. The audio / visual presentation (also in English if you need it) is a great historical lesson of the period. Just out of Lupiac, on the road back to Madiran, you will pass the grand country house in which d'Artagnan was born. Yes, d'Artagnan, born Charles de Batz Castelmore, really did exist and was a faithful and close protector of King Louis XIV.

To help you with accommodation in the area we can recommend a good well priced 2\*\* Tourist Hotel and a hill top village B&B with wonderful views and its own large medieval tower adjacent to the house and swimming pool.

[> click here](#)

If you have any questions just phone us, or fax or email us and we will call you back. Click here for [Contact Us](#) details.

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If you login before ordering then your account details automatically populate the Checkout page. You can also see your order history and perform administration tasks. To receive membership loyalty discounts you must logon before selecting items.

### The Final Word

The archive of our e-Newsletters can be found on the [NEWS](#) page of the website.



If you have any questions we are here to serve you.

Rob and Dr Erica Lauder and team

[www.lifestylewines.co.nz](http://www.lifestylewines.co.nz)

*Toasting your health*

Ph: 09 4452945 or send an email reply to this e-newsletter

That's it for July so if you have not already done so you can jump to the website by clicking on [www.Lifestylewines.co.nz](http://www.Lifestylewines.co.nz) or go directly to the Madiran wines by [> clicking here](#)