



Dear

January 2008 e-newsletter

Welcome to 2008 and may you have a healthy and rewarding year. As its a bit quiet news wise I thought I would emphasise the **QUALITY** of our wonderful Madiran wines from the South-West of France. So please read on, particularly if you have not experienced the wines before.

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**The QUALITY of AOC Madiran
Christmas Competition winners
Special price for Charles de Batz**

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Madiran French red wines – QUALITY in all respects

Madiran wines are definitely a case of **QUALITY** and not quantity. **Both in terms of wine appreciation and health giving benefits, Madiran wines receive praise for their quality.** The NZ wine columnist **Keith Stewart** recently wrote that Madiran needs to be better known amongst the great red wines of France. Keith describes Madiran as the finest red wine of Gascony, the soul of South-West France.

Wine Appreciation

Master Sommelier Vincent Gasnier describes Madiran as "top class wine." Take for example [Chateau d'Aydie 2004](#) which was awarded the **2007 Decanter Trophy for Regional French Red Over £10**. That makes our price of \$39.50 very very reasonable considering the shipping and duty costs for imported French wines.



Vincent Gasnier also states that "It is still not very well known, but the region is dynamic, and I think we will be seeing this wine more & more in restaurants and shops over the coming years try it you wont be disappointed".

The response of our customers to our Madiran wines is an appreciation of the rich concentrated flavours, the complex long finish and the lack of added sugar, giving its renowned well structured balance.

Madirans will reach their peak in 5 to 10 years, with the best keeping much longer. Here is an opportunity to put away some more economical wines than over-priced Bordeaux and have a comparable experience in the future.

Christmas Competition winners

Many thanks to all our December customers and we hope you enjoyed a Madiran with your Christmas Turkey and Ham, or perhaps the BBQ but it was not a good BBQ day. The winners of the 50% purchase rebate were –
R Black - Christchurch
M Pepper – Auckland
R Storer – Christchurch
P Symbie – Christchurch
R Turner – Auckland

Charles de Batz on Sale

Until the end of January [Domain Berthoumieu Charles de Batz 2004](#) is **\$5 off**. In the last nine months since we first tried this wine it has matured further and is now drinking beautifully.

Madiran doesn't get much darker than this. Aromas of blackcurrant and blackberry along with just a hint of red fruit. There is a cedar-like creaminess to the oak which is extremely well-integrated. The tannins that pick up on the finish are not harsh. These tannins dissolve when the wine is matched with richly flavoured meats like leg of lamb, beef, duck and game. It also goes well with Madiran style cheeses. Serve at 17°-19°C. Drinking now and will only improve in the cellar for up to 10 years. Healthy heart rating ♥♥♥♥♥.

50 years old vines, 90 % Tannat, 10 % Cabernet Sauvignon. Low cropping, typically 6 or 7 bunches only per vine, picking 90% by hand.



Charles de Batz was the name of the penniless nobleman d'Artagnan of The Three Musketeers fame. He came from the same village as the estate of Domain Berthoumieu.

Healthy Madiran

I could not of course miss an opportunity to briefly mention the heart healthy benefits of Madiran reds.

As we now know, wine contains more antioxidants than other alcoholic beverages. The beauty of wine is that it is a complex blend of naturally occurring compounds of which the alcohol is a minor part.

As one researcher has said - as red wine has been shown by many research projects to contain protective compounds against heart disease then it would be almost sacrilege to isolate the healthy compounds because the 'medicine' is already in a highly palatable form. And of course our Madirans have the highest levels of antioxidants / polyphenols tested to date.

There is also a strong opinion that the healthy compounds in wine, acting in association with alcohol, are the healthy "drug" that is consumed. Isolation of specific compounds into supplements is not sufficiently proven on humans over long periods. Indeed it is known that high doses of some compounds in supplement form are toxic over the longer term.

What is so compelling about Prof Roger Corder's research and the Madiran wines is that -

- The research identifying the healthy qualities of procyanidin was on human tissue, not yeast, worms, fish or rats,
- the research is backed up by the local populations who consume wines in their daily diet. These wines have the greatest concentrations known of procyanidins, and,
- the official census data shows the local population has the longest life expectancy.

We have seen the old people in the Gers region, as old as 100, who still work every day and enjoy good health. Do you want to stay healthy into your senior years so you can enjoy the pleasures of retirement and your interests?

The Final Word

Please call us if you have special requests that are not catered for by the website purchasing rules. Finally, we really appreciate feedback and comments about the wines and your health (confidentially of course).

And, if you have not already done so, then you can jump to the website by clicking on www.Lifestylewines.co.nz or go directly to the wines by [clicking here>>](#)

Membership

When you purchase from Lifestylewines.co.nz your contact details are retained and you become a member. We do NOT retain any credit card details. To logon and view or maintain your membership details your account code is "abc" and password "xyz".

If you use your login before ordering then your account details automatically populate the Checkout page. You can also see your order history and perform administration tasks.

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



www.lifestylewines.co.nz

Toasting your health

Rob and Dr Erica Lauder and team

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