



# THE Y.E.S



## THE BLIND LEADING THE BLIND

MARCH 2024 | YAKIMA VALLEY COLLEGE CONFERENCE CENTER

Each wine varietal has its own aroma characteristics. A great portion of our sense of taste comes from the aroma of what we are putting in our mouths. Think about it, when you have a cold and your nose is stuffy, your sense of taste is dulled. Picking out the subtle flavors and aromas is a learned skill of association with known flavors and aromas. It takes a lot of effort to train our nose and palate to accomplish this. It is just another step in learning more about wines and appreciating the differences.

First we will try to educate our noses. A set of wines will be doctored with aromas that are not subtle to our nose. We will take time to smell these examples against what you think of as citrus, leather, berry, etc.

Then we will apply the memory of these smells to a blind tasting of varietals that include three whites, three roses, and three red wines from the Pacific Northwest. The wineries have published a description of what they smell and taste in their wines. Will you be able to figure out which description matches the wines you are tasting? Bring **THREE** glasses so you can compare three.

**\*\*Limited to 60 people\*\***

## Event Details

**DATE:** WED, MARCH 13TH

**TIME:** DOORS OPEN @ 6:30PM  
TASTING @ 7PM

**LOCATION:** YVC CONFERENCE CENTER

**COST:** \$40 PER MEMBER, \$50 PER NON-MEMBER

**REGISTRATION DEADLINE:**

- MAIL IN: POSTMARKED BY MARCH 8TH
- ONLINE & DROP OFF PAYMENT AT STEMS BY MAR 11TH

**BRING 3 GLASSES**

**PAYMENT METHODS:**

- ONLINE | [YAKIMAWINE.ORG](https://yakimawine.org)
- CHECK PAYABLE TO Y.E.S.

**FOR MORE INFORMATION**  
CALL (509) 452-8800

**ANY OTHER Q'S CALL:**  
CALL/TEXT IN BY MAR 11TH,  
8PM TO MARIE AT  
509.961.5563.

March  
2024

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[yakimawine.org](https://yakimawine.org)

# February Event Recap

The Terroir Vs. Merroir Valentines Day 6-Course Extravaganza started with a fresh from the Salish Sea raw Oyster Bar consisting of shucked on the half shell Olympia, Totten Inlet Virginica, Pacific Petites, and Kumamoto Oysters paired with a Platinum Millisoni sparkling Brut, followed by a Chef's Salad spiked with Cougar Gold Cheese paired with a Gold Medal 2022 Airfield Estates Sauvignon blanc wine, an Oyster Stew paired with a 2022 Jones of Washington Double Platinum Sauvignon blanc wine, then a steamed medley of Manilla Clams paired with Gold 2022 Airfield Estates 'Old Vine' Sauvignon blanc wine, the main course of Pacific 'King' vs Atlantic Salmon over Jasmine Rice with Foccacia Bread paired with a 2022 Platinum winning Palencia Albarino wine and finished with a Lemon Sorbet which sent you home happy as clams (or Oysters as the case may be). A rousing good time was had by all 45 attendees, who all received a red rose to top off the evening.

## Update on Platinum XXII

The Yakima Enological Society has finally put together the event everyone has been waiting for, our Twenty-second Platinum dinner to be held on April 20th, 2024, at the Yakima Country Club starting at 5:30 pm. During this event we will be featuring 24 Platinum award winning wines from the 2023 judging conducted in October by "Great Northwest Wine" magazine.

The menu has been finalized and will start with the Winemakers Reception where we will enjoy eight great Double Platinum wines paired with passed appetizers, including Dungeness Crab Tater Tots, Smoked Salmon Caviar, and Royal Prime Beef Meatballs as we meet and honor the personnel from the award-winning wineries. Following the reception, we will enjoy a five-course meal, each course paired with Platinum winning wines. The First course will be Fresh Alaskan Halibut with a pea risotto paired with three Rieslings. The second course will be Duck Confit Spaetzle paired with three Viogniers. The third course will be a Pork Ribeye with potato/zucchini cake along with three great Carmeneres. The fourth course will be Kagoshima Japanese Wagyu Strip with roasted wild mushrooms accompanied by three Cabernet Sauvignons. We will finish the night with Petit Fours and chocolate covered fruit with a Riesling Ice Wine.

This year the ticket price will remain at \$175 per person since we were able to keep ticket prices the same as last year. Tickets can be purchased at Stems Wine Shop in downtown Yakima, or you can mail in the reservation form at the end of this newsletter. They may also be purchased online at our website: [yakimawine.org](http://yakimawine.org). Don't wait!!! Seating is limited and this event fills fast.

--Platinum Committee

# President's Corner

A recent Nielsen survey found that of the total volume of wine being purchased, 57% is being purchased by women. Not only are they buying more and drinking more but they are also playing an increasing role in the wine world. If you have not heard, March is National Women's month, so I have decided to raise my glass and toast women in the wine industry. A recent Seattle Times article showcased three exceptional women for pivotal roles in the Washington wine industry. Deyani Isabel Gupta, head winemaker for Valdemar Estates; Sadie Drury, vineyard manager for Seven Hills and Rebecca De Kleine, director and winemaker for Four Feathers Wine Service that oversees wine production for 400 companies.

Women entrepreneurs have also shown their independent spirit as owners of several wineries in Washington, such as Frichette Winery, DAMA Wines, and Damsel Cellars, to name a few. In a recent article in Wine Enthusiast, Sean Sullivan noted that 18% of Washington's wineries have women in ownership or winemaking roles.

An initiative that seeks to empower women across all sectors of the industry is the Alliance of Women in Washington Wine (AWWA). This group, launched in March of 2021, works to support women in our industry through education, mentorship, and advocacy. More about what they do can be seen at their website [awwawine.org](http://awwawine.org).

Having been involved in the wine industry for many years and as president of YES, I am proud of the women I have met in the wine industry and in case you have not noticed 67% of the YES board are hard working women. Again, a toast to them and may they continue to inspire future generations.

-- Chuck Johnson

# New Board Member: Michelle Smith

Michelle Smith is one of those Carroll High School grads who thought they'd never return, now she's not sure if she'll ever leave. Drawn by the sun, family, the four seasons, farm fresh food, and the people, she returned to Yakima in 2000 after career in property management in downtown Seattle. A cum laude graduate of Seattle U, Michelle is a creative, communications professional committed to building and sustaining relationships and strategic alliances. She is motivated to make a difference in her community and has served as a trustee for the Yakima Valley Museum, on the Larson Gallery Board, Downtown Association of Yakima, Yakima Schools Foundation, United Way, and more. A few snippets about Michelle aka Micki:

- She was the last marketing manager for the now-defunct Yakima Mall Shopping Center.
- Remember those "Taste of Home Cooking Schools" at the Convention Center? Michelle put those on.
- She has a podcast on Apple and writes for the Yakima Herald-Republic and Yakima Valley Business Times.
- She learned about wine from owners of a Italian restaurants on the west side. When wondering in Rome, she knew her way around without a map.
- She's a daddy's girl, single and childless by choice, although she wouldn't mind be introduced to a rich, sterile orphan!

Michelle currently serves as the Communications Manager for South Central Workforce, the local workforce development board overseeing WorkSource offices and employment training programs in Kittitas, Klickitat, Yakima, and Skamania counties. Her Y.E.S. related dream is to own her own wine and cheese shop with her sister, Lisa.





# Talkin' Grapes with Gar'

I was recently asked at a YES Event if there was a proper way to taste wine, which set my mind wondering how best to answer this question in a short, concise manner without sounding condescending. Without further ado, here is my feeble attempt to accomplish this task and I can only hope that it might be of some assistance at this month 'The Blind Leading the Blind' event. Experience the aroma by swirling the wine in your glass to expose it to a larger surface area. This increases wine's contact with air and intensifies its aroma. Swirl your wine by holding the glass at the base to take in the aromas.

Taste your wine in small sips. Roll the wine across your tongue's taste buds by lightly swishing it around your mouth. Hold the wine in your mouth for 5-10 seconds in the center of your tongue before swallowing to really absorb the flavor. This will allow you to taste the complex flavors of the wine as the tongue has defined receptor areas for experiencing the 5 essential characteristics of flavor (sweet, sour, salty, bitter, umami) commonly referred to as mouthfeel. Allow the aroma to come back up into your nose from the back of your throat. After swallowing, note the aftertaste, or finish.

To get the best taste out of your wine, make sure you serve it at the ideal temperature. Red wines should be served closer to room temperature (~ 50 to 60F), whereas white wines are better when slightly chilled (~ 40 to 50F). Kick it up a notch by decanting the wine 15 minutes before serving, it will blow your mind, making any wine taste better (and if you don't believe me, do a side-by-side comparison of the same wine straight from the bottle vs. the decanted version).

Use the right wine glass. Riedel Crystal makes a science out of this by having over 50 sizes/shaped wine glasses, each made for a particular wine variety, but suffice to say that the basic 4 pack will fulfill your every desire.

White wine glasses tend to be smaller than red wine glasses due to the fact that white wines do not need to oxidize like reds do. When drinking white wine, choose glasses that have narrower bowls with a tapered top. This will allow for greater aromatic concentration, making the intensity of the smells and flavors of your wine last longer.

Red wine needs to oxidize in order for its flavor to fully develop, which is why red wine glasses are typically larger than white wine glasses. Because of their bowl shape, red wine glasses allow more of the wine to come into contact with the air. As the red wine breathes, the character of the wine becomes richer and more pronounced.

Bottom line: Remember that drinking wine is a sensory experience and the more senses you can engage (i.e. smell, taste, texture, etc.), the more pronounced the effect will be. Also, you can 'train' your sensory capabilities by utilizing the Wine Aroma Wheel as developed by Dr. Anne Noble of UC-Davis, which takes into account the major aromas found in wine by applying a systematic process to narrow down what you are experiencing (~ \$9.99 on Amazon). Most importantly, challenge yourself to more fully experience your wine, regardless of price point, you've earned it, eh?

# Blind Leading the Blind

March 13th, 2024

Doors open at 6:30pm

YVC Conference Center

## REGISTRATION DEADLINE

Postmarked by March 11th, 2024

PAY BY: CHECK, ONLINE, or  
IN-PERSON AT STEMS

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Number of Members \_\_\_\_ @\$40 = \$\_\_\_\_\_

Number of Guests \_\_\_\_ @\$50 = \$\_\_\_\_\_

Total Enclosed: \$\_\_\_\_\_

Please note any dietary restrictions: \_\_\_\_\_

Please note if you are bringing a guest who does not drink alcohol \_\_\_\_ YES \_\_\_\_ NO

Please clip and mail this form with your check to:  
**Yakima Enological Society, PO Box 2395, Yakima WA 98907**

**All reservations must be paid for in advance and are NON REFUNDABLE**

### YOU CAN NOW PAY ONLINE W/ CREDIT CARD

PLEASE VISIT [YAKIMAWINE.ORG](http://YAKIMAWINE.ORG) AND CLICK "EVENTS & NEWSLETTER" TAB

CLICK THE HIGHLIGHTED LINK ASSOCIATED W/ THE EVENT

### PAY ATTENTION TO THE PURCHASE OPTIONS

(i.e. member, non-member, non-drinking member, non-drinking non-member)

FOLLOW PROMPTS TO PURCHASE

EMAIL [CHEYENNE@NEEDHAMMEDIAANDMARKETING.COM](mailto:CHEYENNE@NEEDHAMMEDIAANDMARKETING.COM) WITH ANY QUESTIONS ABOUT  
THE ONLINE PURCHASING PROCESS

## Platinum XXII Dinner Registration

Saturday, April 20th, 2024

5:30 pm ~ Winemakers Reception & Greeting Wines

6:30 pm ~ Event featuring Twenty Platinum wines, Silent and Live auction

You may purchase seats individually or purchase a table of eight, ten or twelve. If you would like to sit with a winemaker assigned to your table, then leave two open seats on your list and we will assign a winemaker to your group. If you are buying a whole table, please send in the money for all of your table along with a list of the people at your table. In that way you will be guaranteed to sit together! If you are not buying a table, but would like to be seated with friends, please write their names below and we will try to seat you accordingly.

1-Name: _____	e-mail _____	phone _____
2-Name: _____	e-mail _____	phone _____
3-Name: _____	e-mail _____	phone _____
4-Name: _____	e-mail _____	phone _____
5-Name: _____	e-mail _____	phone _____
6-Name: _____	e-mail _____	Phone _____
7-Name: _____	e-mail _____	phone _____
8-Name: _____	e-mail _____	phone _____
9-Name: _____	e-mail _____	phone _____
10-Name: _____	e-mail _____	phone _____
11-Name: _____	e-mail _____	phone _____
12-Name: _____	e-mail _____	phone _____

Regular seating - \$175/person      Number of Attendees: \_\_\_\_\_ @ \$175 = \_\_\_\_\_

We would like to be seated with: \_\_\_\_\_ Total Enclosed \$ \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

*If no seating preference is made, your seating will be assigned for you.)*

*Please mail this form along with your check to:*

*Yakima Enological Society - P.O. Box 2395, Yakima, WA 98907*

*YOU CAN ALSO PURCHASE TABLES AND TICKETS ON OUR WEBSITE-[yakimawine.org](http://yakimawine.org)*

*All reservations must be postmarked by April 10th*

*All Reservations must be paid for in advance and are Non-Refundable.*



# YES Membership Enrollment Form

Member Information: **\$25.00 per Individual**(Same Address)

				Date
First Name	Last Name	Home Phone	Cell Phone	E-Mail Address
First Name	Last Name	Home Phone	Cell Phone	E-Mail Address
First Name	Last Name	Home Phone	Cell Phone	E-Mail Address
Address		City	State	Zip

**Please make Checks Payable to: Yakima Enological Society**

Bring Your Completed Membership Form, and Annual Dues, to the Annual Meeting.

You may also pay your dues on line using your credit card by going to [yakimawine.org](http://yakimawine.org)

Or, Mail your Form and Dues to: **Yakima Enological Society - PO Box 2395 - Yakima, WA - 98907**

**\$ \_\_\_\_\_**

**Total Amount**

**enclosed**