

Age

Life here at Martinez Wines continues on at its same steady (chance would be a fine thing!!!!) rate. We have now reached the venerable age of 25 years, some of which time has been spent gently aging like a slumbering wine of impeccable vintage. The rest of the time we are delivering an immediate result as if we were a big fruity monster from our colonial cousins down under!

One of the great joys of being in contact with wines of many and differing styles, is the faint glimmerings of understanding and fascination with how and why they change. Far be it for me, a mere mortal, to even begin to understand the complex vagaries and nuances of events beneath the cork!!! All I know is that it's a subject that endlessly fascinates, perplexes and sometimes astounds.

Basically the process is very simple, buy your wine, put it in the cellar and try very very hard not to be tempted!! Slowly over time, tannins are oxidized by the small quantity of

air in the space between the cork and the wine. They change from the harsh tannins of youth to the softer silkier ones of middle age. (Just like Martinez and me!!!) These are then broken down and deposited as the fine sediment that collects in an older bottle of red wine. Thus, as if by magic, but very slow magic the wine loses its harsh bitter qualities and becomes a softer more complex liquid to that which went into the bottle all those years ago. The colour changes from a the bright purple of youth to the brick red hues of middle to older age, again just like us!!!! Unlike us, as time passes the aging process slows and becomes anaerobic.

We at Martinez are always willing to advise to the best of our ability as to suitable wines for laying down. This advice of course assumes optimum conditions. Alternatively as a way of avoiding temptation and saving space we hold paid reserves for our clients in return for a small annual fee.

PHIL

Contact Martinez Wines, 35 The Grove, Ilkley, West Yorkshire LS29 9NJ

Phone: 01943 600000
Email: shop@martinez.co.uk
website: www.martinez.co.uk

Opening hours

Mon 10-6 Tues 10-8 Wed 10-8
Thurs 10-9 Fri 10-9 Sat 9.30-6 Sun 12-6



All part of the service!

- ✓ Free wine tasting ever weekend up to Christmas (Fri, Sat & Sun)
- ✓ Free whisky tasting anytime!
- ✓ 3 wines for £11 / 5% discount on 6 bottles / 10% discount on orders over £150
- ✓ Free local delivery
- ✓ Nordman non-drop Christmas Trees (delivered free) 6-8' or bigger by request
- ✓ Gift packaging for 1, 2, 3, 6 & 12 bottles delivery arranged to anywhere in the country
- ✓ Specialised beers, whisky's Sherries, Liqueurs & Ports
- ✓ Free Glass hire for functions
- ✓ Mixed Cases to suit your pocket
- ✓ Parking directly outside
- ✓ Retail/Corporate /Wholesale

If you have any enquiry please contact our shop

Noble Rot

Martinez Wines over 25 years drunk of experience

CHRISTMAS 2008

'Tis the season to be jolly...

We at Martinez Wines are celebrating our 26th season of being jolly by opening loads of wine each weekend in the lead-up to Christmas.

As one of Ilkley's institutions we are continuing our tradition of being jolly even in the face of the tragic loss of owner, mentor and family member Julian Martinez-Perez in May this year.

The seasonal celebrations start with a series of in-shop Wine Tastings every weekend leading up to Christmas, starting on Friday 14 November...giving customers a chance to try before they buy. Friday, Saturday & Sunday's

Pop in and join in the celebrations.

JACKIE

When such a big force and character as Julian passes away, the initial effects are devastating, rather like a great bottle of wine being smashed. At first, you mourn the loss and even reproach yourself then, as time passes, you look to the future, trying to focus on the positive elements, what have we lost? what can we learn?

We try to capture the structure and essence of the wine and take something from the loss even though we no longer have the wine itself to drink. The real genius and depth of Julian shines through in his legacy of a Great Wine Business. The embodiment of his work ethic and passion can be found in the dynamic and effective team he brought together at Martinez Wines.

We continue to build on the Martinez ethos for sourcing unique and individual wines of honesty, character and integrity representing different price levels.

Martinez Wines also continues to be 'Famously Independent' – It is our intention to maintain the high standard, natural love and enthusiasm for great wines that the family have always been known for.

CHRISTINE & ROBERT MARTINEZ





Martinez VS The Supermarkets

It's a knockout for Martinez and here are just some of the reasons why.....

We at Martinez buy most of our wines from small to medium sized vineyards; supermarkets however because of the large quantities they require mainly purchase from large scale producers. 'Big deal' I hear you say. Well actually it is, because this gives us a much wider choice of growers to choose from.

Every wine (and there are over 500!) sold at our shop, delivered to wholesale or to corporate customers is tasted by our expert panel (every member of staff, hic!). Jackie Sugden our shop manager has her own vineyard in Australia 'Nuggety

Wines' John, Phil and myself have over 20 years experience each in the trade! We reject over 95% of the wines we taste. Are Supermarkets this strict?

'But the supermarkets are cheaper' I hear you say. Not necessarily true. We always have 3 wines for £11 - with a selection to choose from and dozens of wines under a fiver; there is also 5% off when buying 6 wines and a 10% discount when you spend £150 or more.

When you walk down the wine aisle at a supermarket are you greeted by a friendly smile and asked if you would like any advice on your wine purchase? Next time you go try asking the snotty nosed kid stocking

the shelves if he can point you in the direction of a New world wine that goes well with scallops!

'It's about convenience!' I hear you cry. We have parking right outside the shop and you more than likely drive right past us a couple of times a week. In fact, you don't need to bother leaving your house, as you can order on line at www.martinez.co.uk and take advantage of our free local delivery. Our website even has a facility where you can match wines to food or vice versa.

Whack, Smack, Whollop & Kapow. Take that supermarkets.

JOHNNY

And the search goes on...

One of the underlying principles at Martinez is the sourcing of wines which represent good examples of a wine from a region at a fair price. The different ways we can achieve this was highlighted by tastings carried out over a week in early October.

I made a 3 day visit to Northern Italy visiting 6 different producers from Lake Garda to the Slovenian border. It was harvest time so I was able to see all the processes from vine to wine and talk to those involved in managing the different stages. Some vineyards were picking their harvest; others were leaving their grapes for a couple more weeks to ensure optimum ripeness. Being able to talk to the different winemakers and discuss their own philosophies which result in their different styles of wine

help us to understand what makes them tick and what they are trying to achieve. I have now an even higher regard for the dedication and commitment of these winemakers.

And the visit was not just to the more prestigious producers. A visit to a co-operative supporting some 500 small growers equally demonstrated what they are now doing to produce better quality wine at the cheaper, mass produced level and give a fair return to its members. Even at this level quality control was an essential activity and it enabled the co-operative to reward for quality. Over the 3 days, 60 wines we sampled including some new vintages of current stock lines.

JOHN

Sue's Contribution to Noble Rot Christmas 08

Who can believe it? Christmas is nearly upon us again!! But, do not worry, here at Martinez Wines we can help with 2 of the significant parts of the Festive Season – the tree and, of course, the alcohol, whether that be wine, spirits or beers!!!

On Christmas day...

Why not get the day off to a good start with a sparkling wine ideal for Bucks Fizz and Kir Royale. You may wish to follow this with a crisp dry fino sherry or one of our aromatic, fresh white wines for your canapés or entree. To accompany the main course, we have some fantastic pinot noirs that will help to wash the turkey down. Or, if you are having an alternative to turkey, come in and talk with us and we can recommend wines to suit your menu.

Moving onto sweeter things, like good old Christmas pud, we love a dessert wine or sweet sherry to linger over as the meal draws to a close.

**HAPPY CELEBRATIONS!
SUE**

Martinez Wines – A Mother's view...

As a mother (or father) of young children many of you will understand that 7/8pm release when you get your hands on that first relaxing glass of wine.

At Martinez we cater for all tastes and pockets. When I started here 14 months ago I was very much a 'bin ends' sort of girl. Since then my taste has developed somewhat albeit still within the budget needed in these credit crunching times!

We have so many wines to choose from for both drinking now and those which can only get better from age. A couple of my firm favourites tend to be the 'drink now' ones (can't think why!!!) – such as 'Château Lauduc Bordeaux Rosé Classic' and 'La Croix Gratiot Picpoul de Pinet Languedoc' – both great as a pre-dinner drink or with food (and beyond.....)

JULIE

Martinez Christmas Tasting Cases

This year Martinez Wines have decided to put together two very different Christmas Tasting Cases for the Beyond Leeds Wine Club.

One the ultimate Celebration Case; 12 quality wines from around the world to cater for all your Christmas Party needs at a fantastic budget price of **£70**.

The other is a Classic Case - 6 classic, top-quality wines to match every course of a classic Christmas Dinner at **£65**.

Full details available on request!

