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Anselme Selsosse. *See Page 1.*

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THE RARE WINE CO.

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The Genius of Avize *Champagne's Greatest Grower: Anselme Selosse*

Over the past thirty years, has any winemaker created more positive change for his region than Anselme Selosse has for Champagne?

Perhaps his most notable accomplishment was to catalyze Champagne's emerging grower movement, an event that corrected centuries of inequity between the *vignerons* and the *grande marque* houses.

But Anselme also changed how the world views Champagne. Before him, the world (and particularly Americans) rarely saw Champagne as a "serious" wine; it was instead a beverage for celebration, to be quaffed, not discussed, and rarely to be laid down in one's cellar.

Transformations

By applying the teachings of men like Jean-François Coche and Henri Jayer, Anselme altered Champagne's image forever. He made Champagne worthy of our intellectual interest. He gave relevance to the ideas of vintage and *terroir* by creating Champagnes that challenged our preconceptions. And thanks to him, dozens of Champagne producers, large and small, are today making wines that would have been unthinkable two decades ago.

But for wine lovers the world over, the true measure of Anselme Selosse's greatness is the wines he has given us. They are unique not only in their diversity and their intellectual origins; they are also unique for their quality and distinctiveness. There is, in fact, no other producer in Champagne whose wines we would, almost without thinking, *decant* to fully appreciate their power and

nuance. He is, finally, Champagne's greatest winemaker. And his wines are testament to this.



Over the past thirty years, has any winemaker created more positive change for his region than Anselme Selosse has for Champagne?

Each Selosse wine is conceived to express a different variable of making wine in Champagne, but each wine carries within itself the uniquely compelling Selosse style.

The Wines

The best introduction to Anselme's winemaking is, of course, **Initial**, a wine that constitutes his largest production and is always 100% Chardonnay from three villages—Avize, Cramant and Oger—and three consecutive harvests. It is a measure of Anselme's brilliance that Initial surpasses in complexity, textural richness and aging capacity all but a handful of wines made in the Champagne region. [Note: Prior to 2001, Anselme called this cuvée "Tradition."]

The **Version Originale (V.O.)** is a wine that only Anselme Selosse could have conceived. An intensely mineral blend of three vintages, it is sourced entirely from the chalky upper slopes of the Côtes de Blanc villages of Avize, Oger and Cramant. He calls the wine "Originale" because the chalk in these vineyards is the source rock for all the other soils in the area, as they inevitably wash down the hillsides, nurturing the richer clay soils below.

Arguably Anselme's most famous wine, **Substance**, is a solera created in 1986, using only fruit from the village of Avize. And so, Substance is a blend of every vintage back to 1986, completely eliminating the effect of vintage variations. Only the Avize *terroir* matters. On Champagneguide.net, Peter Liem ►

“Anselme Selosse is the most original winemaker in all of Champagne ... Despite this fame, his wines cost nothing compared to Pétrus, Romanée-Conti, or Krug Clos du Mesnil.”

Richard Juhlin, 4000 Champagnes

► quotes Anselme as saying that Substance is “a constant that remains regardless of vintage. It’s about minerality, about permanent character.”

Anselme’s vaunted **Vintage** wines are the opposite of Substance. They are all about vintage, coming from the same two parcels of 70-year-old vines in Avize.

Finally, his **Rosé** is pure, intensely mineral Chardonnay from two vintages (currently 2003 and 2004 vintages), with a small amount of still Ambonnay Pinot Noir added.

The Lieux Dits

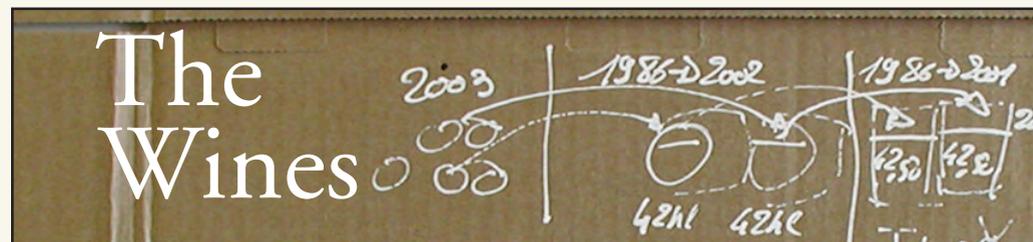
In recent years, Anselme has expanded on the ideas that gave birth to Substance in the 1980s. He has created a series of single-place wines based on the solera concept. There are six in all: **La Côte Faron** (from Aÿ); **Les Carelles** (from Le Mesnil); **Sous le Mont** (from Mareuil-sur-Aÿ); **Le Bout du Clos** (from Ambonnay); **Les Chantereines** (from Avize) and **Chemin de Châlons** (from Cramant).

Because of their tiny production, they’re emerging as the ultimate Selosse collectibles. And towards the end of this year, Anselme will be releasing a small number of sets, with one bottle of each of the wines. Only a tiny number of these sets are destined for the U.S.

This Offer

The Rare Wine Co. has been Anselme’s sole direct U.S. importer since 2007. Yet, our dilemma has been that the amount of Selosse Champagne we receive for the U.S. is not remotely enough to meet the demand that an annual newsletter offer would generate, much less satisfy the demand from top restaurants. And so it has been two years since we last featured these great Champagnes in this newsletter.

But these years were not wasted. During that time, we have put aside part of each year’s allocation, so that today we can not only make this long-awaited offer but do an offer that Champagne lovers will be talking about for months, if not years.



NV Rosé (Disgorged November 2010)

94 Galloni 95 Juhlin

\$195.00 bottle

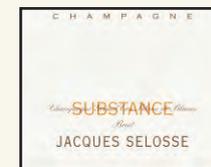
Antonio Galloni (11/10 disgorgement): “... the height of vinosity ... no hard edges, nor is anything the slightest bit out of place. Sweet flowers, spices and red berries wrap around a finish that never seems to end.”

Peter Liem (1/10 disgorgement): “... intense in flavor, its brambly, gamy red-fruit aromas underlined by hints of anise and sage ... uncommon depth and verticality, and it builds towards a complex, expansively fragrant finish, anchored by a spine of salty chalkiness ... it promises to develop superbly.”

NV Substance (Disgorged October 2010)

98 Galloni

\$295.00 bottle



Antonio Galloni (10/10 disgorgement): “As if it were possible ... takes things up a notch or three. Montrachet with bubbles might be a good description for this profound, utterly moving Champagne. Waves of rich, sensual fruit supported by French oak and persistent veins of minerality all come together in this deep, totally satisfying Champagne. Even with all of the richness and depth, there is no sense of heaviness at all ... Readers lucky enough to find it will enjoy one of the world’s truly great wines.”

“He has inspired an entire generation of young winegrowers in the region, and among consumers, his champagnes have become some of the most sought-after wines in the world ... these are highly original champagnes, and wines of intense personality.” Peter Liem

NV Brut Initial

(Two disgorgements Available: 10/10 & 4/12)

\$145.00 bottle



Galloni (10/10 disgorgement): “**95 rating** ... absolutely impeccable. It’s hard to know where to start. What is more impressive: the definition of aromas and flavors, or is it the wine’s sublime texture? The Initial is remarkable for its nuance, clarity and overall sense of harmony. The mousse is impeccably fine from start to finish, while the expression of Chardonnay is all elegance. Juicy apricots, peaches, flowers, crushed rocks and spices meld together on the seamless, utterly impeccable finish”

Peter Liem (10/10 disgorgement): “... complex and multi-layered, its floral, honeyed flavors feeling concentrated yet buoyant, and it finishes with seamless harmony and subtle, saline mineral notes. Having tasted this disgorgement three times over the last couple of months, I feel that this is **the most complete and most expressive version of Initial to appear in some time.**”

NV Version Originale

(Disgorged October 2010)

\$189.95 bottle



Antonio Galloni (11/08 disgorgement): “**95 rating**... a level of textural richness that is unprecedented in Champagne. Here the fruit coats every inch of the palate in a stunning, virtuosic expression of ripe fruit. Smoke, minerals and incense add a visceral, exotic dimension to the wine that is impossible to resist”

Peter Liem (10/10 disgorgement): “... showing superbly at the moment, its rich, complex depth of fruit held firmly in check by salty minerality. This cuvée is always very intense in personality, and this particular release seems even more resonant and vibrant than usual, driven by its vivid spine of chalk and finishing with multi-dimensional fragrance and length.”

1999 Vintage

(Disgorged January 2010)

\$375.00 bt. **\$795.00** mag.



Antonio Galloni (2/09 disgorgement): “**95 rating**... explosive ... a massive, towering Champagne where you can really feel the sheer density and richness of the fruit ... exceptional length and compelling intensity ... eternal finish ...”

Steve Tanzer “**95 rating**... Mineral-dominated bouquet of baked apple, quince paste, fig, talc and nutmeg, picking up smoked meat with air. Fleshy orchard fruit flavors stain the palate and gain a sweet, buttery quality with air. Really attacks the palate but there’s surprising energy here too. Baking spices and candied flowers cling on the finish, which delivers serious punch and clarity.”

Peter Liem: “... notable for its originality even in a portfolio of highly original wines ... a tremendous energy and liveliness despite its girth, and its rich, burnished flavors of honey, dried apricot, candied citrus and pain d’épice are enlivened by a powerful chalkiness, finishing with mouthfilling fragrance and an assertive complexity. Tasting the same disgorgement (January 2010) several times over the past six months, it seems to have integrated its components more seamlessly over time, and as compelling as it is now, it still feels vigorous and capable of further development”

The Last '98 Mags Available in the World

1998 Vintage

(Disgorged March 2008)

\$950.00 Magnum



Richard Juhlin: “**97 rating**. The Master has done it again! The entire, unparalleled fireworks of personal aroma and flavour showed up right from the start when the wine was launched in the autumn of 2007. Delightfully balanced and loaded with fruitiness. Insanely, exotically spicy and juicily refreshing. A great wine that will need to be allowed a few years to develop the creaminess that will be its next asset. Perfect balance and harmony.”

Burgundy as It Used to Be

The Profound Côte d'Or Reds of Louis Boillot

As purity, expression and transparency increasingly dominate the discourse in Burgundy, the prices for wines from icons like Mugnier, Roumier and Rousseau have skyrocketed.

But for every Mugnier or Rousseau, there are a handful of domaines who make wines of profound expression, but whose prices remain attractive. At the top of our list of such producers is Louis Boillot.

Louis Boillot's emerging position in the Burgundy firmament is not accidental. Despite having created his domaine only a decade ago, he came armed with some of the oldest and best situated vineyards in Burgundy—thanks to four generations of Boillots having acquired prime sites in Volnay and Gevrey Chambertin.

A Perfect Union

But in just one decade, Louis' domaine has become one of the most admired small estates in the Côte d'Or. The turning point came in the mid-2000s, when he and his partner—the supremely talented Ghislaine Barthod—built a *cave* together in Chambolle-Musigny.

This brought two of Burgundy's most gifted winemakers together—working and tasting side by side—with the alchemy you'd expect. The vineyard management was also combined, with Louis responsible for not only his own vines, but those of Ghislaine as well.

It's no wonder Ghislaine lets Louis take care of her vines. He's a master with more than 30 years of experience—using no chemical fertilizers or weed killers, and meticulously pruning for lower yields. His winemaking is equally without peer, featuring extended, gentle extractions and a limited use of new barrels.

A Feast of Old Vines

In the years since his move to Chambolle, there has been a wildly impressive advance in the stature of Boillot's wines. It has been a change marked not by flash or dazzle, but by an inexorable march towards increasingly refined and transparent wines.

Today, as in the past, at the heart of his style is a profound respect for the *terroir* of his old vines. In Gevrey-Chambertin for example, his *villages* vines average



Louis Boillot

over 50 years old, as do the vines for his *premier cru*-quality **Evocelles**. His **Champonnet** proves this little-seen site ranks among Gevrey's best *premier crus*. And the **Cherbaudes**, from 90+ year old vines, is frequently of *grand cru* quality.

He makes a profound Nuit-St. Georges 1er cru **Pruliers**, also from 90+ year old vines. And, in Chambolle-Musigny, Louis and Ghislaine purchased and divided a significant part of **Beaux Bruns**.

Louis' Côte de Beaune vineyards are equally imposing, with 55+ year old vines in the *villages* **Volnay Grands Poisots**. Also in Volnay, there are three *premier crus*: the supple **Les Angles**, the intense old-vine **Brouillards** and the esteemed **Caillerets**. Just down the road, there are two great Pommard *premier crus*: a robust **Fremiers** and monumental **Croix-Noires**.

In fact, it's hard to imagine the wines of so many great Burgundy *terroirs* slumbering in the same cellar. Between Louis and Ghislaine, there are 26 different cuvées, of which 17 are *premier cru*. Louis and Ghislaine's son Clement promises to inherit both domaines one day, creating a single domaine of dizzying stature.

Like Burgundy Used to Be

The wines that Louis makes from his priceless vines are like Burgundy used to be: gentle, subtle, pure, precise and highly nuanced, their complexity and sensuality growing with age.

This spring, Louis Boillot honored The Rare Wine Co. by appointing us his primary United States importer. It's an exciting opportunity for us to represent one of the elite small growers in Burgundy, and a man whose wine aesthetics and philosophy are so close to our own.

And for you, it represents the opportunity to have direct access (at ex-domaine prices) to truly transcendent Burgundy.

For our inaugural offer, Louis shared with us not only some of his brilliant 2009s, but a few prized cases of his best 2007s and 2008s, to drink while the 2009s quietly rest in your cellar. All three vintages have now arrived via temperature-controlled container.

 “Since 2005 Boillot has been no less consistent than his wife (Ghislaine Barthod), which is a high, high compliment in my book.”

Allen Meadows, Burghound

2007 Nuits St. Georges 1er Cru Pruliers

\$89.95 bottle

Burghound: “**91-94 rating.** While there are a number of producers who craft excellent examples of Pruliers ... Boillot is consistently the reference standard ... serious, rich, full and powerful ... a huge amount of dry extract that lends a textured and concentrated feeling to the gorgeously long finish. The wine of the range and **the Pruliers of the vintage**, just as it was in 2005 and 2006.”

2008 Gevrey Chambertin 1er Cru Champonnet

\$69.95 bottle

Burghound: “**92 rating** ... beautifully perfumed ... trimmed in both mineral and violets nuances ... rich and attractively textured ... striking.”

John Gilman: “**92+ rating**... a fine mélange of red and black cherries, cocoa, a bit of gamebird, coffee and a great base of minerality ... very suave on the attack, with a fine core of fruit, ripe tannins and excellent length and grip ... A high class premier cru.”

2009 Pommard 1er Cru Croix Noires

\$79.95 bottle

Gilman: “**94 rating** ... the smallest *premier cru* in Pommard ... I love this vineyard’s aromatic and flavor profile ... one of the most elegant premier crus in the village ... The bouquet ... is stunning, as these more than eighty year-old vines have produced aromatic fireworks great purity of fruit ... very soil-driven ... superb length and grip **one of the hidden gems in all of Burgundy.**”

Burghound: “70+ yr old vines ... the essence of rose petal and ripe blue pinot fruit aromas ... rich and relatively full-bodied flavors that possess excellent intensity and dry extract ... explosive finish”

2009 Volnay 1er Cru Les Angles

\$65.00 bottle

Burghound: “**90-92 rating.** 35+ yr old vines ... a wonderful blend of ripeness and freshness with its lovely red pinot fruit and stone notes that seamlessly merge into rich and round yet delicate flavors ... A classic Volnay”

John Gilman: “**92 rating**... jumps from the glass ... deep, full-bodied and very pure on the attack ... fine mid-palate depth, ripe tannins and very good length and grip ... A lovely bottle of Volnay.”

2008 Volnay 1er Cru Caillerets

\$79.95 bottle

Galloni: “**92 rating** ... a beautiful wine from start to finish ... vibrant, poised ... The inner perfume remains striking and expressive through to the finish. This is a drop-dead gorgeous wine from Boillot.”

Burghound: “**91-93 rating**... complex, elegant, pure ... oozing with dry extract and more minerality on the rich, full, detailed and strikingly long finish. Classy juice.”

2009 Chambolle Musigny

\$51.95 bottle \$295.00 six pack

Gilman: “**91 rating** ... superb ... a very sappy nose of red and black cherries, cocoa powder, coffee, a hint of the gamebird to come and a fine base of complex soil tones ... intensely flavored ... an impressively long, pure and complex finish ... this is going to be a tough wine to keep one’s hands off of out of the blocks.”

2009 Côte de Nuits Villages

\$29.95 bottle \$175.00 six pack

Gilman: “... deep and quite elegant ... a complex blend of red plums, cherries, a nice touch of grilled meat, fresh herb tones and a very pure base of soil tones. On the palate the wine is medium-full, deep and intensely flavored, with lovely focus and balance, tangy acids and just a bit of tannin perking up the long finish. Fine juice and a great, great value.”

Icons & Bargains

Highlights of the 2006 Brunello Vintage

The 2006 vintage in Montalcino is unsurpassed for its combination of richness and power. It is also a year when many domaines made their finest Brunellos ever.

Of course, many of the 2006s have dwindled in availability in the 18 months since they were first released. But we've dug

The Icons

★ **Iconic Six-Pack \$895** ★
2 bottles of each of the wines below
(\$979.70 if purchased on their own)

2006 Cerbaiona Brunello
\$179.95 bottle

Antonio Galloni: “**97 rating** ... literally explodes onto the palate ... gorgeous inner perfume emerge from a sweet, ripe and totally expressive core. The finish is elegant, decisive and eternal ... it is a Brunello to buy and bury in the deepest corner of the cellar. It is a mythical, legendary wine in the making.”

2006 Salvioni Brunello
\$149.95 bottle

Antonio Galloni: “**97+ rating** ... shaping up to be a modern-day legend ... the delineation of aromas and flavors is head-spinning ... a profound, breathtaking wine from Giulio Salvioni. Wow!”

2006 Poggio di Sotto Brunello
\$159.95 bottle

Antonio Galloni: “**97 rating** ... explosive, structured ... one of the most inward, brooding wines of the vintage ... literally covers every inch of the palate. This is a totally mesmerizing, sublime wine of the highest level.”

“The greatest modern vintage ... the new benchmark for this famous Tuscan appellation”
James Suckling

“A benchmark vintage for Brunello ... Readers will not want to miss these fabulous wines.”
Antonio Galloni

deep in our library to come up with two terrific threesomes.

The first are the **Icons**: three future “Holy Grail” wines you’d need luck to find at *any* price.

The second are the **Bargains**: wines delivering greatness easily exceeding their price levels.

The Bargains

★ **Bargain Six-Pack \$295** ★
2 bottles of each of the wines below
(\$326.80 if purchased on their own)

2006 Costanti Brunello
\$58.50 bottle

Antonio Galloni: “**95+ rating** ... dazzling ... The aromatics alone are haunting ... nearly indescribable elegance ... This totally complete, harmonious Brunello is shaping up to be one of the wines of the vintage. It is a stunner.”

2006 Paradiso di Frassina Brunello
\$54.95 bottle

James Suckling: “**96 rating**. I love the decadence and richness here ... Full bodied, with a dense and beautiful palate. Ripe black cherries, with flowers. Such pure fruit. Powerful tannins, yet polished and elegant. Beautiful length ... This is phenomenal”

2006 Agostina Pieri Brunello
\$49.95 bottle

Antonio Galloni: “**94 rating** ... exquisite layers of crushed flowers, tobacco, grilled herbs, mint and wild cherries. There is a deep soulfulness to this wine that is hard to fully capture with words ... Sweet layers of inner perfume weave through the expansive, textured fruit.”

Coming This Fall

Our New Website Will Provide Unprecedented Access & Convenience

On top of a number of very exciting new releases, the big news at The Rare Wine Co. this fall will be the changes we're putting in place to make shopping with us an even more enjoyable and convenient experience.

The cornerstone of these changes will be a dramatically enhanced website that will mark the biggest innovation in how we do business in more than 20 years.

Unprecedented Convenience

You'll be able to continue ordering from us by phone and email, and to take advantage of our unique brand of personal service. But your new ability to order online will open up a world of new possibilities.

Browsing newsletter, email offers, and our online stock list—all with real-time inventory availability—will be far easier than in the past. And ordering will now be possible with just a few clicks, 24-7.

You'll be able to take advantage of web-only opportunities exclusively for RWC Clients—including sizeable discounts on some of the world's greatest and most sought-after wines.

And by early 2013, you'll also be able to securely access your purchase history and initiate your own shipments online.

Your Move

Overall, it promises to be among the most easy-to-use and informative retail wine websites in the country, offering the kind of insider access that most other merchants can only talk about.

But the only way to take advantage of this access is to create an online account, available to all customers free of charge.

If we already have your email address, in a few weeks you'll receive quick and easy instructions via e-mail on how to set up your on-line account.

But if we don't know how to reach you, please drop us a line at website@rarewineco.com. Shortly before launch, we'll then let you know how and when you can begin taking advantage of exclusive online special offers.

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VINT.	ITEMNAME	RATINGS	SIZE	PRICE
2009	Dauvissat, R&V, Chablis Out of Stock Organic	BH 90	750 ML	\$39.95

Special Access for Facebook and Twitter Users

We'll be announcing the launch through these channels, with a *very* exciting offer, but you must have first "followed" and/or "liked" us. Make sure you're fully connected so you don't miss a thing.



Meursault & Puligny Giveaway

Elite Boyer-Martenot Premier Crus at Insanely Low Prices



As we wrote in our April issue, Domaine Boyer-Martenot doesn't ask crazy prices for its top *premier crus*. Its Meursault Charmes is priced at a relatively low \$80; its Meursault Perrières at only \$90, and its Puligny Le Cailleret at just \$110.

Yet, as good as those prices are, we've wrapped up a parcel of three classic *premier crus* at prices that can only be described as incredible. This comes on the heels of our April offer of Boyer-Martenot's 2008 Meursault Perrières at a stunning \$49.95.

The Real Deal

Vincent Boyer uses the traditional methods learned from his father Yves: ancient non-clonal vines, indigenous yeasts, minimal new wood and no bâtonnage—to express the complexity and intense minerality of each of his crus.

For lovers of great White Burgundy, this offer is a dream come true. Mix or match a 12-bottle case and save an additional 5%.

Mix or match a 12-bottle case and save an additional 5%.

2007 Meursault "Charmes"

\$44.95 Reg. \$80

Burghound: "92 rating ... refined, pure and impressively complex middle weight flavors that carry an underlying touch of minerality and excellent definition and this offers notably more relief on the long and impressively intense finish that is typically found in most examples of Charmes. Perhaps more importantly, I very much liked the underlying sense of harmony ..."

2007 Puligny-Montrachet

1er Cru "Le Cailleret"

\$54.95 Reg. \$110

Burghound: "91 rating. An elegant mix of floral, stone and pure white fruit aromas that possess really lovely breadth complement detailed, delicious and equally complex medium-bodied flavors ... Lovely and fashioned in an understated style."

2004 Puligny-Montrachet

1er Cru "Le Cailleret"

\$57.95 Reg. \$110

Burghound: "92 rating. An expressive, perfumed and airy nose that features pear, green apple and hints of limestone, spice and white flowers gives way to rich, sweet and round medium full flavors that possess outstanding balance and an intensely stony finish. This is very classy juice that should be capable of 5 to 7 years of upside."

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