

SHERLOCK'S WINE MERCHANT

A Word from Sherlock's...

One of the most common questions I have been asked by customers over the last 26 years as a beverage retailer in Atlanta is how to start a wine collection. Fortunately, the answer is relatively easy, if you have the right resources.

I am of the opinion that any wine collection should focus on the wines that you like to drink. I admit that there are certain wines that many 'wine experts' prefer and recommend for any serious collection, but they're not the ones that will be drinking them. This is your collection and it should be built on the wines that you enjoy, regardless of what anyone else thinks.

Deciding on the types of wines you want in your collection is the easy part. Navigating the seemingly endless number of producers, regions, and vintages can be daunting, unless you have the right resources. That's where we come in. Our staff spends countless hours tasting, traveling, and researching literally thousands of wines. They know the producers and vintages that are better suited to collecting and which are better suited to drink immediately. They also have identified which wines present an especially strong value. For instance, our Decatur store manager told me about a wine he recently drank from his collection that we sold almost 10 years ago for about \$15. It was tremendous. Not all collectable wines have to be expensive. Remember, this is about what YOU like and what you're comfortable spending.

If you're ready to start a wine collection, why not stop into one of our five Atlanta stores and speak with one of our Wine Consultants? We're here to help, regardless of your budget. And if you're looking for that special gift for someone on your holiday list, we can help with that too. After all, we have been keeping Atlanta in good spirits since 1986.



Doug Bryant
Founder & CEO

Sherlock's Wines, Spirits, & Beers

Town Center
135 Barrett Parkway
Marietta, GA 30066
770-426-6744

East Cobb
2156 Roswell Road
Marietta, GA 30062
770-971-6333

Sherlock's Wine Merchant

Buckhead
3401 Northside Parkway
Atlanta, GA 30327
404-233-1514

Cook's and Sherlock's

Brookhaven
4062 Peachtree Road N.E.
Atlanta, GA 30319
404-949-9945

Decatur
180 W. Ponce de Leon Ave.
Decatur, GA 30030
404-377-4005

Sherlock's Wine Club!

Register now for the Sherlock's Wine Club to enjoy unique selections throughout the spring.

These packages are specially selected and priced for members. Call now or stop by soon to sign up for the club.

Decatur

Two Red or White Wines
or **One Red Wine and One White Wine** \$29.00/Month
Four Red or White Wines
or **Two Red Wines and Two White Wines** \$59.00/Month

Buckhead and Brookhaven

Two Red or White Wines
or **One Red Wine and One White Wine** \$39.00/Month
Four Red or White Wines
or **Two Red Wines and Two White Wines** \$69.00/Month

Complimentary Wine Tasting Schedule...

Join us at the Brookhaven or Decatur store on select Saturdays in October, November and December from 3:00 to 5:00 p.m. as we continue to offer informal wine tastings. You can enjoy a wide variety of wines from various regions, unusual varietals and the best producers. Come in, pick up a glass and discover a new wine to love. We'll look forward to seeing you!

Tasting Schedule – Decatur

October 6 - Staff picks
October 13 - Fall Sippers
October 20 - Italy
October 27 - Southern Hemisphere

November 3 - No Tasting
November 10 - France
November 17 - Staff Picks
November 24 - Sparkling Wines & Champagne

December 1 - Staff Picks
December 8 - Wines Worth Giving
December 15 - Grand Holiday Tasting
December 22 - No Tasting
December 29 - Celebrating the End of the Year

Tasting Schedule – Brookhaven

October 6 - Fall Picks
October 13 - Pinot Around the World
October 20 - College Football Favorites
October 27 - Spooky Selections

November 3 - Before the Dark
November 10 - Spectacular Values
November 17 - Winter Warmers
November 24 - Holiday Discretion

December 1 - Kosher Experience
December 8 - Bubbles...Just Because
December 15 - Holiday Gift Ideas
December 22 - Holiday Discretion
December 29 - Holiday Discretion

Please visit www.sherlocks.com
for more great wine info!

Did you know...

that The Cook's Warehouse and Sherlock's Wine Merchant are available for private parties? We'll also be happy to arrange in-home wine tastings! Please call us for more details.