

# Cheers to Wine and Food

**TIPS TO EAT WELL, DRINK WELL, AND LIVE WELL**

## Tips On the Menu in April

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 Radicchio is Red and Healthy  
 Why and How to Spit Wine  
 Wine and Longer Life  
 and much more to hear on our  
 affiliate radio stations in April

We're serving news and tips to spice up the radio airwaves. Let's say cheers to our newest affiliate radio stations; 98.5 Ocean FM, and 89.7 SUN-FM, The Bear, and The Edge in British Columbia, as well as CFSF 99.3 FM Joco Radio in Sturgeon Falls, Ontario. Hear the latest on wine flavoured ice cream, French food at home, beer and food pairings, and much more.

At the Alexander Keith's Red Amber Ale First Sociable at Fionn MacCool's on The Esplanade in Toronto, wenches – official servers of Alexander Keith's Red Amber Ale – toast the roll out of the new amber ale across Ontario. CNW Group



## Beer and Food Pairings - Tip # 4 in April

A food and beer pairing trend is popping up with culinary connoisseurs. Following the popular tips of wine stewards, beer drinkers are creating their own "white with white; red with red" dining rules, bringing their suds to the food pairing wheel. In an Industry Forecast, The National Restaurant Association says consumers are expecting more from their dining experiences than ever before. They find that matching the right food with beer is brewing as a consumer trend. Enriching the flavors, aromas, and textures of the meal by pairing helps enhance the dining experience. Here's a quick tip. Light beers go with light dishes. A full-bodied, heavy beer will clash with a lightly flavoured dish. Complex flavours in dark beer are a match for robust or heavy creamed foods.

*Cheers to Wine and Food is broadcast on 17 affiliate radio stations with tips to help listeners eat well, drink well, and live well. See page 2 for broadcast times.*

## Trivia Contest

Enter on-line to win a Gourmet Food Basket. All newsletter subscribers joining in April will be eligible for the draw. See page 3 for more details and some hints.



## Win a Gourmet Basket

## Cheers to our Partners

Let's raise a glass in appreciation for our affiliate stations and sponsors. See page 4 for more news on our program.

  
**Sheraton Fallsview**  
 HOTEL & CONFERENCE CENTRE

**CARMELA ESTATES  
 WINERY**

**LISTEN TO THE MOST DELICIOUS MINUTE ON RADIO**

## Cheers Radio Schedule

Antigonish, N.S. X-FM 98.9, 11:30 a.m.

Halifax, N.S.: Seaside FM 94.7,  
10:40 a.m. 7:40 p.m.

Montreal, Qu: 105.1 Mike FM, M-F 10:57 am,  
4:55 pm Sa 5:55 pm, Su 9:05 am

Massena, NY: WYBG 1050, 10:44 a.m.

Belleville, On: Mix 97, M-F, 11:40 am

Trenton, On: Lite 107, M-F 10:50 am

Haliburton, On: Canoe FM, 100.9  
M-F, 5:10 pm

Niagara, On: 91-7 GIANT FM, M-Su, 7:25 pm

Simcoe, On: CD 98.9, Mo-Fr 3:25 pm

Waterloo, On, 98.5  
M-F 9:20 am Sa 10:40 am Su 5:40 pm

Sturgeon Falls, On: CFSF, 99.3 FM T.B.A.

Thunder Bay, On: 580 CKPR,  
7:20 am and 3:50 pm

Nipawin, Sask, The Storm, 94.7, 1 p.m.

Tofino, British Columbia, The Bear 90.1,  
Mo-Su, 12:20 & 4:20 pm

Ucluelet, B.C., The Edge, CIMM-FM 99.5,  
Mo-Su, 12:20 & 4:20 pm

Duncan, B.C. 89.7 SUN-FM, M-Su, 4:15 p.m.

Victoria, B.C. 98.5 Ocean FM, Sa-Su

Visit [www.CheersToWineAndFood.com/Wine\\_Radio](http://www.CheersToWineAndFood.com/Wine_Radio)  
to check for new stations joining our network of  
affiliates.

## Why Join a Wine Club



Convenience, value, and unique experiences make wine clubs a joy. Imagine the surprise when you open the door, and a package with unique wines pop open. You can't beat the convenience of wines delivered to your door. It's a thrill when you taste a rare wine that's unavailable in your area. Memberships are also a great gift that keeps on giving pleasure every day. Most wine clubs also offer food pairing tips and recipe ideas for a culinary experience. Juicy rewards and incentives are also a sweet bonus. The Hernder Estate Wines Select Wine Club offers members a free tour and tasting for ten guests. For value, clubs usually offer members money-saving discounts. A key is to find a winery making wines you consistently enjoy. If you enjoy wine like me, join the club.

## The Perfect Wine Partners for Food Pairings



Why do some experts say that Riesling and Pinot Noir are the sluts of food pairings? Frankly, these wines will go with anything – anytime – anywhere. Here's a simple way to order these wines in a restaurant. Whether

you're entertaining a new client, or impressing a hot date, you only need to remember two easy wines – Riesling or Pinot Noir. That's it. No need to fret over matching wine with foods. Riesling and Pinot Noir go with all foods. If one dish is fatty and the other is hot and spicy, these wines have no problem going both ways. Prince Edward County, B.C., and Oregon are producing some nice Pinot Noir. Make sure the Riesling is dry. German, Niagara, or California Rieslings are tasty. Simply choose between red or white, or order both and let the good times roll

***Listen daily to our affiliate radio stations to hear the full series of tips. We spice up the airwaves with the most delicious minute on radio. Get a station in your area to broadcast our show, and we will gladly serve you the daily tips.***

***For affiliate information visit:  
[www.cheerstowineandfood.com/Affiliate\\_Info](http://www.cheerstowineandfood.com/Affiliate_Info)***



Ernest Gallo, co-founder of E. & J. Gallo Winery, passed away at his home in Modesto, California, on Tuesday, March 6, 2007 at the age of 97. With his brother Julio, Ernest helped build the American wine industry and create a worldwide demand for California wine. (Photo: Business Wire)

### Ernest Gallo Goes to Wine Heavens

They say men, like wine, get better with age. Ernest Gallo may have been among the best. He was 97 when he died recently in California. The son of Italian immigrants parlayed \$5,900 and a wine recipe from a library into the world's largest winemaking empire. Gallo was born near Modesto, a town east of San Francisco. He and his late brother, Julio, grew up in the vineyard owned by their father who came to America from the Piedmont region of Italy. In 1933, the brothers started the E. and J. Gallo Winery and sold family-made wines for 50 cents a gallon. The winery became one of the world's biggest producers, selling 75 million cases with more than 40 labels. If you listen closely to this tip, you might hear the heavens popping with Gallo's vino as Bacchus welcomes a saint of American wines.

### Wine and Longer Life Expectancy

Drinking a little alcohol every day, especially wine, may be associated with an increase in life expectancy. That's the conclusion of Dutch researchers who reported the findings of their study at the American Heart Association's 47th Annual Conference on Cardiovascular Disease Epidemiology and Prevention. The researchers found that a light intake of alcohol, on average less than one glass per day was associated with a lower rate of cardiovascular death and death from all causes. When compared to spirits and beer, consumption of small amounts of wine - about a half a glass a day - was associated with the lowest levels of all-cause and cardiovascular deaths. Want more evidence? Wine legend Ernest Gallo was 97 when he passed away to his vineyard in paradise.

### Nascar Fans Turn to Wine

A decade ago, when Nascar West team owner Randy Lynch joined his team for dinner, he was riding solo as the only wine drinker. Today that crew pops back a case of vino every weekend. Consumer trends are taking the turn at the track. Wine is passing beer as the fans favorite alcoholic drink. The 75 million Nascar fans are keeping pace with a Gallup poll saying Americans prefer wine over beer. Nascar team owners and drivers are promoting and producing their own vintages. One of the most well-known Nascar team owners, Richard Childress, opened Childress Vineyards in North Carolina. Superstar driver Jeff Gordon popped his name on the "Jeff Gordon Collection," an upscale set of wines. What's next? Caviar instead of nachos at the Nascar snack bars?



Pictured in 2002, Four-time NASCAR(r) Winston Cup Champion Jeff Gordon (center) joined his corporate sponsor to celebrate DuPont 200th Anniversary NASCAR(r) Day in Wilmington, Del., with this full-size edible replica of the car he drove at Dover International Speedway. Produced by Hotel du Pont Executive Pastry Chef Michele Mitchell and a team of

eight, the recipe calls for 4,320 eggs, 720 pounds of sugar, 563 pounds of flour, and 23 gallons of milk. It serves 18,000 and cruises in at 8,164,800 calories. (Feature Photo Service)

### Buckeyes are Big on Blackberries

The time is ripe to taste fresh blackberries. This sweet juicy fruit was identified as one of nature's top cancer fighters. A University of Oslo study shows that blackberries contain more antioxidants than any other food tested. The good news is blackberries have important cancer fighting properties. A compound in fresh blackberries stops the development of skin tumors, slows the growth of lung cancer cells and holds their spread to other organs. Ohio State University is also researching the health benefits of blackberries. I saw an ad on TV during an Ohio State Buckeyes football game. A student is shown talking about research into the cancer fighting effects of blackberries. Buckeyes know blackberries. Shouldn't you? Try some fresh blackberries in peak production in April and May.

### Trivia Contest - Win a Gourmet Prize



Not only can you hear Vince Neil sing oin Motley Crue's new CD Red, White and Crüe, but you can match the music with a taste of the rocker's wine. Trivia Question: What is the name of Vince Neil's winery?

Enter at [www.CheersToWineAndFood.com](http://www.CheersToWineAndFood.com) for a chance to win a gourmet prize. Hint: when you listen to our tips in April you will hear about Vince Vineyards.

**Wine and Music Party Theme**



Looking for a fun way to host a wine party? Here is an idea for a musical theme. Let's start with the tunes and crank up the wine songs. Red, Red Wine by UB 40, and one of my favourites, Billy

Joel's Italian Restaurant. You have to love Billy's classic line: "a bottle of red, a bottle of white, it all depends on your appetite." To satisfy your hunger for a creative twist, buy some celebrity wines that are rockin'. For a California theme with a pop rock flavour, turn it up with the Doobie Brothers and uncork their Doobie Red series.

Want to get heavy? Pick up Mötley Crüe's CD - Red, White and Crüe, and Vince Vineyards wines made by the band's singer Vince Neil. For Ontario wine lovers, try a Blues Brothers theme and serve Dan Aykroyd's Signature Series of wines.

**Raymond Burr Vineyards**

Hollywood celebrities continue to pop on to the wine scene. Now we hear Raymond Burr in the wine news. You might remember Raymond Burr on TV as the star on Ironside, or as the lawyer on Perry Mason in the 60's. Instead of acting in criminal cases, these days the former TV star is filling cases as a winemaker.

Raymond Burr and Robert Benevides partnered to produce wines and cultivate their orchards. Now they are impressing wine judges. Orchards in the Dry Creek Valley and the Raymond Burr Vineyards have been acclaimed. They have presented award-winning wines since the debut releases in 1992 including Decanter Magazine's Top Wine Of The Year

**Wine Flavoured Ice Cream**

A dairy is tantalizing taste buds in central New York with a cool creation: wine-flavored ice cream. It has taken two years of product development for Boonville's Mercer's Ice Cream to make ice cream in three different wine flavors. Al La Port Wine, Peachy White Zinfandel, and Red Raspberry Chardonnay are your choices.

Staff at the locally operated dairy say the wine flavors are being scooped up by restaurants in New York City. Others say they have a national product on their hands. The idea was uncorked a few years ago when Mercer's staff worked at the Pride of New York product fairs, serving ice cream across the exhibitors from wineries. If you want to taste the cool treat, ID is required. The ice cream is laced with an alcohol content of five percent. How cool is that?

*Cheers to our Affiliate Stations*



Tune in to our affiliate radio stations to hear daily tips to eat well, drink well, and live well.

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|---------------------------|----------------------------|
| Antigonish, NS            | Waterloo, ON               |
| Halifax, NS               | Sturgeon Falls, ON         |
| Montreal, QU              | Thunder Bay, ON            |
| Massena NY / Cornwall, ON | Nipawin, SA                |
| Haliburton, ON            | Tofino, BC                 |
| Belleville, ON            | Ucluelet, BC               |
| Trenton, ON               | Duncan, BC                 |
| Niagara, ON               | Victoria, BC .             |
| Norfolk/Simcoe, ON        | More stations joining soon |

**Niagara Winery Tour - Sheraton Fallsview Hotel**

Here is a tip on a highly recommended winery tour package. The Sheraton Fallsview Hotel and Conference Centre in Niagara Falls invites us to experience a wine and dine getaway. The package includes hotel accommodations, and a tour of Niagara's most prestigious wineries. Enjoy sightseeing in Niagara-On-The-Lake, and dining at their acclaimed A Cut Above Steakhouse overlooking Niagara Falls. Savour succulent cuts of Certified Angus Beef®, tantalizing seafood, and magnificent pasta dishes. It is an outstanding value, and a wonderful experience for wine enthusiasts; a nice idea for a Mother's Day gift. Visit [www.fallsview.com](http://www.fallsview.com) for details or phone the Sheraton Fallsview Hotel at 1 - 800 - 618 - 9059.

***We welcome your comments and information.***

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