

1 JUST A SPLASH

Splash is a family. We were founded as a family-run business with generations of history in the wine industry under our belt. That is exactly what makes this all so special. From our Founder, Rob, to the winemakers and suppliers we work with, to our Customer Service team, these relationships help make Splash unique. But this is all bigger than just us. Naturally, this includes YOU, the customer.

With *Just a Splash*, we want to share our knowledge and passion for wine. We hope to bring exciting new content and experiences to our customers, from long-time wine lovers to novice wine drinkers, we plan to have something for everyone. You'll learn a little bit about each of our staff members,

what to do with those old corks and wine bottles you have lying around, and everything else wine

The wine world is BIG! We want to make wine less intimidating, easier to understand and most importantly, more fun.

We hope you enjoy reading the variety of content produced from *Just a Splash*, as we love sharing our passion with you. As always, please feel free to contact us with any questions or concerns. We are here to help. Welcome to the family!



Jon R
Loyalty Account Manger

WINE WORD OF THE MONTH

WINO (“WY” + “NOH”)

The definition of a wino is something that's important to us. A wino simply loves wine and believes that drinking wine should be fun. Whether it's a beautiful red enjoyed in the perfect glass or an easy drinking bottle poured into red solo cups while camping, enjoying wine should be a fun experience. Strip away the pretentious attitude and the stuffy vibe, Winos know that what's important is drinking the wine you like with the food you like and the people you love. That's what being a Splash Wino is all about.



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THIRST DOWN!: REAL FOOTBALL FANS DRINK WINE

Tailgate Food & Wine Pairings

Can you believe it is September already? Fall is here! The weather is beginning to cool down after another scorching summer. The leaves are just starting to show their autumn colors. Did I mention that football is back? Most spend their Saturday and Sunday afternoons sipping on their favorite seasonal beers with plates piled high of nachos and wings. Football has long been treated as a beer-drinker's sport, but we at Splash beg to differ. Fall is peak red wine season! What better beverage to consume than a soul-pleasing, heart-warming red wine? It's the perfect game day drink, so trade in your bottle opener for your go-to corkscrew. Sit down, relax and make sure not to spill...



CHILI AND THE BELLA SOL CABERNET SAUVIGNON

A spicy, meaty chili with a sharp cheddar cheese pairs well with our easy-drinking Bella Sol Cabernet. Full of robust flavors of black currant and red cherry that immediately hit the palate, with a hint of black pepper providing that perfect spice flavor.



PIZZA & THE LA MARCHESINA ROSSO TERRE SICILIANE RED BLEND

Grab a pie full of cheese and pepperoni, or olives, peppers and Italian sausage, that pair perfectly with our La Marchesina Rosso Terre Siciliane from Italy. This ruby red, full bodied red is a bit on the drier side, but not enough to overwhelm your palate or your pizza!



HONEY BBQ WINGS & THE FLORENT DESCOMBES PINOT NOIR

BBQ wings & this Pinot Noir are a good match, each allowing the other to showcase its strengths. With a vibrant and aromatic nose, and notes of cherries, strawberries, raspberries and blackberries, this lighter red and its acidity will cut right through the honey bbq flavors.



GUAC AND CHIPS & THE INTI CHARDONNAY

If white wine is your thing, then try a deliciously, creamy guacamole using ripe avocados, cilantro, garlic, jalapeno and lemon juice! This will go perfectly with our Inti Chardonnay, featuring fresh citrus fruit flavors with a herbaceous (bell pepper like) underlying palate to finish.



I'LL TAKE A ROSÉ GRAPEFRUIT OLD FASHIONED

The Perfect Cocktail for Your Leftover Rosé

We've all been caught staring at the wine rack and liquor cabinet having the hardest of times deciding between the two. Let's see if we can make the decision a bit easier for you. Do you have some extra rosé lying around? What about a bottle of whiskey? Ever thought about mixing the two? Yeah, me either until I tried this drink. Reminiscent of an Old Fashioned, yet kept light and bright by the addition of rosé and sparkling water. It's refreshing yet will warm up your insides with each sip. Cheers!

INGREDIENTS:

- 2 ounces whiskey
- 3 ounces rosé wine (We recommend our [Nanihue Rosé](#))
- 1 teaspoon rose syrup
- 2 tablespoons grapefruit juice
- Sparkling water to taste (try grapefruit sparkling water for a fruitier taste).
- Grapefruit slices or peel for garnish

INSTRUCTIONS:

- 1) Mix the ingredients in a shaker and pour over ice in a lowball glass.
- 2) Top with a couple ounces of sparkling water and add grapefruit slices or peel to the glass as garnish.



THE SPLASH DOGS

Kepner Siebenberg

The Splash office is incredibly dog friendly. We often have up to 4, yes FOUR, dogs in the office at a time. We'd like to introduce you to Kepner, our Creative Manager Jamey's Golden Retriever. Kepner doesn't quite know her size, and what she lacks in brains, she makes up for in enthusiasm. She enjoys holding hands in her mouth and standing on her back legs like a ballerina.

AGE: 2 years (April 13th, 2017)

BEST FRIENDS: Sister Charlee & Cousin Marlow

FAVORITE TREAT: Watermelon

BEST TRICK: High Five

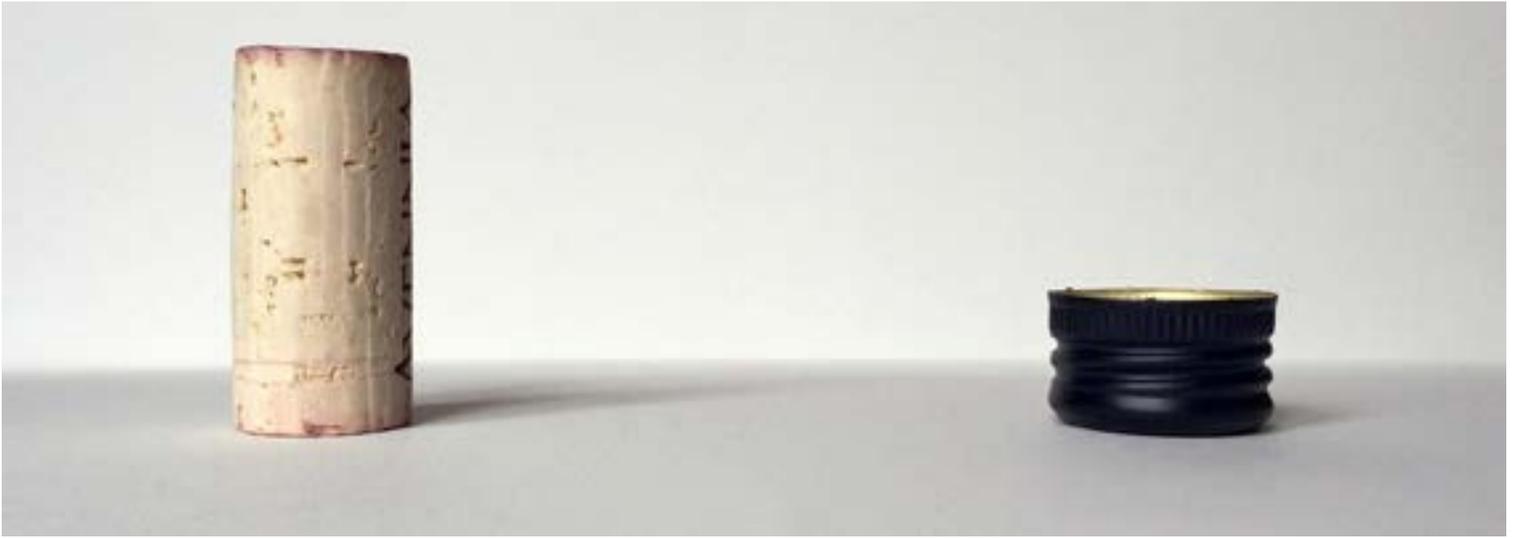
SPECIAL TALENT: The ability to open doors.



FAVORITE THINGS TO DO AT WORK:

Sleep under Mom's desk, wrestle, and dig through the trash.

SQUEAKY OR BOUNCY TOY: Squeaky, for sure!



SCREW CAPS VS. CORKS: THE GRAPE DEBATE

Which is better: corks or screw caps? If I were to take a poll in this regard, I am almost positive the majority would state corks. Why wouldn't they? It's the classic choice and preference for what goes between you and your wine.

The Cork

Cork is made from the bark of a tree. *Quercus suber*, aka the cork tree, is found in the western Mediterranean area of Portugal, Spain and North Africa. Its thick, rugged bark is sustainably cultivated without chopping down the tree to make cork products. Harvesting the bark allows for the tree to grow it back, and then, after 10 years, you can do it all over again.

When put in a bottle, corks are made to allow a very small amount of air to reach the wine. Slowly letting in small amounts of oxygen over time allows the wine to age gracefully. The

oxygen helps develop complexity beyond fruit flavors while also softening the wine's tannins. One of cork's biggest downsides comes from Trichloroanisole, also known as TCA or "cork taint", a complex chemical that results from cork reactions. These reactions involve the chlorine bleach utilized in the manufacturing of corks and its natural molds. The frequency of this can be mostly attributed to the increased volume of wine sold and the decline in cork quality to meet it. Although, modern production has made this much rarer.

Pros:

- A natural, renewable resource that isn't harmful to the tree
- Proven to help the long-term aging process
- Preferred method of storing wine since its introduction

Cons:

- TCA can cause for bad corks & spoiled wine
- Expensive
- A finite natural resource
- Variable rate of breathing during aging process



The Screw Cap

The first use of screw caps was in 1964. If you ever travel to Australia, you will notice that screw caps have become the preferred option for bottling their wine. Alex Dale, the Proprietor of Radford Dale/Granite Ridge, has completely made the transfer from corks to screw caps. “I have had enough bottlings of my own, research across the wine planet and an increasingly positive experience with screw caps that a clear pattern was emerging. From vintage 2008 until today, every single wine we have produced has been bottled with a screw cap. Every bottle has been cork-taint-free, delivered in the most faithful state, in bottle as it was made in our vineyards and in our winery.”

Pros:

- A more financially sound option
- No TCA “Cork” Taint
- Long-term aging studies have shown positive results
- Accessible and easy to open

Cons:

- Some don't breathe properly
- Made from non-renewable resources
- Recyclable but not biodegradable
- Associated with “cheap” wine

The argument that corks are better because they breathe has been debunked as the “breath” is now accessible in screw caps. Wineries are using screw caps with calculated levels of ‘oxygen ingress’ with time. Given that most bottles of wine are consumed right away, or within a 2-5 year period, the aging process isn't harmed with either type of closure. With so many pros and cons to consider, it truly is up to you, the consumer, as to what you prefer. In the words of Alex Dale, “Perhaps it is time to keep an open mind.”

ARRĀEZ WINERY

Spanish Wine Unlike Any Other



Situated in Valenica, Spain, Arraez Winery is now in its third generation of wine-making. Working with the same grape varieties as the ones his

grandfather and father started with, Toni Arraez has introduced an innovative touch unlike any other winery in the world while sticking to his roots. With each bottle of wine, his labels are created by local artists with the desire to bring the city of Valencia, and its hip and festive urban lifestyle, to those around the world. His philosophy is one of adding wine as a natural piece to a person's overall verve for life. This winery brings fun, energy and life to the wine it makes.



TO AERATE OR NOT TO AERATE? THAT IS THE QUESTION.



There are so many confusing and intimidating terms surrounding wine. Terms that are so hard to keep track of, we think it is best to just know the basics. One of the most important being the process of aeration.



SO, WHAT DOES IT MEAN?

To Aerate, or aeration, simply means to supply with or circulate with air. Oxidation is the result of a chemical reaction when something is exposed to air. As air is introduced, evaporation takes place. This process rids some of the undesirable compounds found in wine, such as sulfites, which evaporate, leaving behind only the

desirable, aromatic and flavorful compounds.

WHY SHOULD YOU AERATE YOUR WINE?

Wine is bottled by securing it with a mostly airtight seal, whether it be a cork and foil or screw top, allowing the wine to remain in the state that the winemaker intends. Over time, the tannins break down, creating a smoother, easier-drinking wine. This is why older wines are more expensive and sought out. Aerating

a younger wine speeds the aging process, creating a smoother, more amazing wine in just mere seconds. When young red wines are introduced to air, the air combines with molecules within the wine, softening the tannins and speeding the aging process.

WHAT METHODS OF AERATION ARE THERE?

When your new case arrives from Splash, what do you do first? Do you immediately unpack it, filling your cellar with your newest additions allowing the bottles to age, or do you immediately open that bottle you have been waiting all week for and pour yourself a glass of wine?





A SIMPLE POUR:

Once the cork pops or the screw cap twists off, the process of aeration begins. It then continues as you pour it into a glass and begin swirling it around; letting out all the aromas of the wine as it is exposed to the surrounding air. Optimally, let the wine sit for 10-20 minutes. You can do it!

DECANTER:

If you have time or plan on drinking the entire bottle with others, you can decant the wine into a vessel with a large bowl, like a decanter. Make sure the wine has a large surface area so that it has enough space to embrace the air and let it sit there for a few hours. We know it's a long time, but trust us, it is worth it.

AERATOR:

Don't have a few hours? Long day at work? A simple aerator fits onto the top of the bottle as you pour. Small bubbles are introduced to the wine in the neck of the bottle, thus speeding the aging process in a matter of seconds as it reaches your glass.

A FEW THINGS TO KEEP IN MIND...

- When choosing which wine to aerate, it is good to stick with reds, not whites. Reds have more tannins, which is better for the aeration process, as it smooths out the flavors.
- More dense and concentrated wines will benefit best from aeration.
- Stay away from using a bottle attached aerator on older wines, as you can miss out on the best of what they have to offer. Decant these instead to remove sediment buildup.
- Choose the right glass. There is a wine glass designed for every major type of wine. The different shapes and sizes can direct the wine for the right taste and funnel the aroma to the nose. More information to come in next month's issue.
- When pouring the wine, stop at the widest part of the glass. This allows for the wine to swirl without any spillage as well as ensuring the right amount of aeration in your glass.



MEET THE TEAM

Hunter R.

Customer Service Lead



HUNTER, WALK US THROUGH YOUR DAY

I start everyday with jumping into the email box and answering any questions/ concerns that may have arisen. I get to speak with some amazing people every day and am always rewarded with kind and helpful feedback. Throughout the day, I continue to field chats, calls and emails as soon as possible to promote a quick and helpful customer experience.

TELL US A LITTLE MORE ABOUT YOURSELF OUTSIDE OF THE OFFICE...

I am a lover of the outdoors and nature. I find myself in the mountains to help clear my mind- nature is the best medicine! I am so lucky to live in a place with many outdoor recreational activities. I spend most of my days being with friends and family and my

favorite pup, Fern. My favorite place to go is the dollar store and I am always on the hunt for good deals. All and all, I enjoy a pretty simple life surrounded by loved ones!

WHAT IS YOUR FAVORITE WINE WE HAVE AT SPLASH?

Boy, that's a tough one! I prefer a nice bold red. If I had to choose, my favorite would be the Kitchen Sink Cabernet or the Inti Cabernet!

WHAT IS YOUR FAVORITE PART ABOUT WORKING IN THE WINE INDUSTRY?

The best part is tasting and learning about different wines from all around the world. The vast array of wine varietals and wine making styles is very intriguing!

BASED ON YOUR SPLASH EXPERIENCE, WHAT PIECE OF ADVICE WOULD YOU GIVE OUR SPLASH WINOS?

My greatest advice would be to go into each case with an open mind. Remembering that each bottle has a different character that should be respected. Communication is key. Let us know your preferences and we can do our best to provide you with the best selection, tailored to your needs. Remember, people can always build their own case and tailor their case for the best possible experience.

The most important thing that I have learned about wine is how subjective it can be. My description of "sweet wine" may differ from the vast majority. Keeping these things in mind helps facilitate my offers and suggestions of wines.



WHAT IS ONE RANDOM FACT ABOUT YOU THAT NOT VERY MANY PEOPLE KNOW?

A little-known fact about me is that I got the chance to work up in Alaska for a few summers processing Salmon off the Silver Bay of Sitka, Alaska. This was my first job. Upon arriving, I learned that a normal shift lasted about 16hrs. While the work was hard, it was an experience I will never forget. I am also a collector of stuffed animals and have far too many to count (not something I love to admit).

WHAT IS YOUR GO-TO KARAOKE SONG?

Without question it is Bob Seger's "Turn the Page" or Carly Simon's "You're So Vain!"

ReWINEd CRAFTS

by Daintry T. - Operations Assistant

Crafts with wine corks are fun to make and an excellent way to up-cycle. If for some crazy reason you end up with an abundance of wine corks (I know. I'm not sure how it happens either), there are plenty of wine cork craft projects out there to put them to good use. If you're looking for any ideas, here is a DIY flower vase that will look great on your kitchen table and a beautiful pen cup for your desk in your office or home. Pop open your favorite bottle of wine from Splash and have some fun with this!

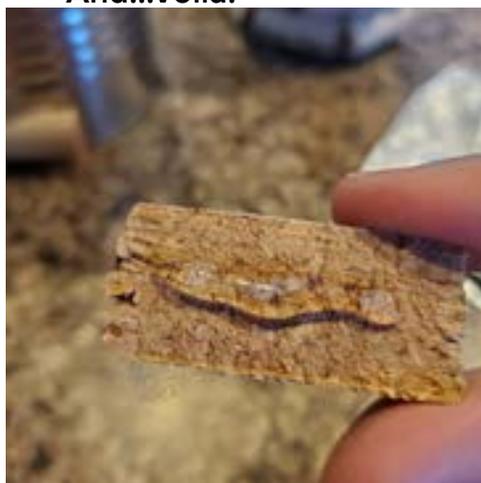
MATERIALS:

- About 30-40 corks*
- 1 Aluminum can- 26 oz is a good size for this project
Options: use a smaller can (8oz or 10oz) & fewer corks for a pen holder version
- 1 hot glue gun

*You can choose to use whole corks or cut them in half (lengthwise) to use fewer corks. Then you will have so many more for other projects!

INSTRUCTIONS:

- Arrange corks lengthwise at the bottom of the can.
- Run a single line of hot glue lengthwise on the cork, then press and hold.
- Continue to layer all the way around the can, working your way up. I offset mine to add more of an effect. You'll use 6-7 corks per layer. You may need to cut a cork in half to complete the pattern.
- Don't worry about the glue "blobs" as you will build upwards. Continue gluing until finished!
- And...Voila!





NEW WINES AT SPLASH



TORERO MENDOZA TEMPRANILLO

Bullfighting remains very popular in most regions of Spain. The Tempranillo Torero Mendoza is named to honor the famous bullfighter, or *torero*, Pablo

Hermoso de Mendoza and is produced in a region with a unique Plaza de Toros that actually houses a large wine cellar with barrels that are stored under the first rows of seats! Produced with only 100% Tempranillo, the Spanish red wine grape that is as well-known and historic in Spain as the sport of bullfighting itself, this young and bright un-oaked wine shows the real essence of Tempranillo in its youthful state: fresh cherry and red berry fruit on the nose, with a palate that is classically soft, silky and savory with hints of sweet fruit, easy acidity and gentle tannins. Ideal with spicy barbecue and Mexican food.



MOCHO VELHO PARDINA

From the lesser-known Extremadura region in the far west of Spain bordering Portugal, we bring you this “Old Owl” white. The region is one of

the most diverse for birds in Europe because of its varied habitats and generally very low-intervention management of agricultural areas - like its vineyards. A blend of primarily 90% Pardina, also known as Cayetana Blanca and Jaen Blanco, this grape is grown abundantly in northwest Spain, even though it is not commonly known in the U.S. It displays a lemon-gold color, with a subtle nose of pear and fennel and flavors of citrus and subdued melon in a medium-bodied, medium acid, fresh white that is excellent when served cold. A great wine with sushi and sashimi - which is not always easy to pair!



LABUTES VINHO TINTO

Portugal usually does not, and never really has, produced many “monovarietal” wines - those made from just one grape type. It is a country of blended wines,

and why not when they have 250 or more indigenous varieties? Vintners can craft some of the most interesting wines using anywhere from two to seven complementary varieties that are always quite remarkable. Labutes Tinto, from a highly-respected cooperative winery in the Setubal, is a blend of Castelão, Alicante Bouschet, and Aragonez. A deep ruby color and nose of dark red berries with a little spice is followed by a soft, medium-bodied wine with almost surprising richness and robust red fruit flavors. Red-sauced pastas and pizza are great matches, as well as cured meats.

JOIN USE FOR OUR FIRST WINEMAKER'S DINNER

Coming to a City Near You!



Winemaker's Dinner



In 2001, Sophie and Phillip Holzberg assumed ownership of Francs-Côtes de Bordeaux, only a stone's throw away from St. Émilion, one of the most renowned wine regions in the world. With their extensive experience in the wine industry, they took on the challenge of running this petit-chateau and helped turn the tiny Francs-Cotes de Bordeaux appellation into something more than even they could have imagined. Under their leadership, Chateau Franc-Cardinal has become an internationally

recognized name. In recent years, Sophie's dedication has resulted in milestone achievements including: organic certification, worldwide distribution and numerous high marks awarded by some of the most acclaimed wine critics.



For our first ever Winemaker's Dinner, we wanted to bring you the opportunity to meet Sophie for an incredible night at Ruth's Chris Steakhouse in one of four cities. You'll hear more of her story, and exactly what it is like running a chateau in Bordeaux. You will get the



chance to taste three of her most recent vintages including the 2014, 2015 and, for the first time ever in the states, the 2016!

Did we mention that each attendee will get to bring home a 1.5L commemorative bottle of the 2015 Chateau Franc Cardinal complete with its own wooden box?!? Seats are limited for this event, so please RSVP soon! This is a night you won't want to miss. Interested?

[Click here for more details.](#)



JUST A SPLASH

THANK YOU FOR READING

We are excited by the opportunity to share this newsletter and give you a glimpse of our corner of the wine industry. Splash has accomplished a lot in five short years, but serving our wonderful customers will always be our greatest aspiration and this is what the newsletter is all about.

I hope you find our perspective to be interesting, fun and sometimes even educational. We may seem a bit quirky at times but that is just who we are. No matter what, feel free to provide feedback to let us know if we are on the right track—I hope we have already proven that we will always listen to whatever you have to say. Thanks much for your support; I never get tired of saying that you are the reason Splash is the great company it is today.



A handwritten signature in black ink, appearing to read 'Rob Imeson'.

Rob Imeson,
CEO & Splash Founder

A purple scissors icon on the left side of the coupon area.

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VALID THROUGH SEPTEMBER 2019

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