



# The Stomper

The Free Monthly Winemaking Newsletter  
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Welcome to the latest issue of "The Stomper", a newsletter of winemaking hints and other wine-related articles. You are receiving this newsletter because you requested it. Instructions to cancel are at the end of this newsletter. Feel welcome to pass along this newsletter to your winemaking friends; we only ask that it be sent in its entirety. HOT TIPS are sprinkled throughout the newsletter, and if you look carefully, you may even find a HIDDEN SPECIAL!

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### Feature Article

## grapestompers Launches Improved Web Site

by Brant Burgiss

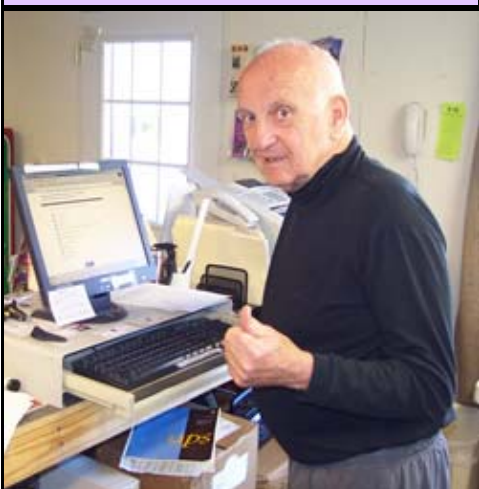
Greetings from the beautiful Blue Ridge Mountains of North Carolina, home of Crazy Tom and the grapestompers gang. If you're wondering why this newsletter is arriving two weeks late, it is for a VERY good reason... we've been extremely busy getting ready for the launch of our new and improved web site! After nearly 8 months of planning, designing, and development our updated web site went live on November 16, 2005.

The new web site offers several serious upgrades, most notably the addition of a Shopping Truck as well as a categorized and searchable list of all the home winemaking and brewing supplies we sell. A complete list of web site improvements is displayed below.

Your online shopping experience will be more enjoyable - thanks to our data-powered product list, you'll be able to find the items you want quickly and efficiently, and you'll never have to manually fill out an order form again! To select an item for purchase, simply click on the "Add To Truck" button. You can see a close-up photo of each product by simply clicking on the thumbnail product photo or on the name of the product. The system is smart enough to ask for your wine label information whenever you purchase a wine concentrate, and it even automatically figures your discount when ordering more than one wine concentrate at a time.

Moreover, our monthly newsletter will no longer consist of just plain old text. As you can see from this issue of *The Stomper*, we've jazzed it up a bit as well, adding photos and colors and distributing it as a PDF document. The file size is definitely larger, but we hope you will like this format a lot better.

Both the web site and the newsletter are designed by the staff at Goosedown Graphics of High Point, NC. Tom and the entire grapestompers gang would like to thank Brant, Margie Jacky, and Brent Gonet (incidentally, all of whom are winemakers) for their hard work in putting all of this together.



Tom says the new web site is great!

## Hot Tip

**Want to save time filtering your wine?** Here's a hot tip from Joe Klemencic, who hails from Lake In The Hills, IL:

Instead of filtering your wine 3 times (once each for coarse, medium, and polishing), place one of each filter pad type in series and filter your wine in a single pass.

Thanks to Joe for this wonderful tip!

### Feature Article, Part 2

## Major Features of New Web Site

Here are a few of the major new features of the improved grapestompers site:

- The web site is easier to navigate - consistent left-side navigation buttons are available on every page, and catalog buttons on the top of all catalog pages
- All products are searchable & categorized; even wine kits have their own search page!
- Click a button to add an item to the Shopping Truck - no more manual orders
- No more lost orders due to email problems - all orders are saved online
- Products that complement each other (such as airlocks and airlock brushes) are shown together as companion products
- No more framesets - Any page on the web site can now be bookmarked

## Pinch Me, Pinch Me! Am I Dreaming?

by Tom Burgiss

All of us at grapestompers are SO HAPPY with the new web site. Somebody please pinch me so I won't think I'm dreaming! We have waited a long time for this day to arrive. Now we can add products to the web site ourselves - anytime we want - even if we're in our pajamas! We can react to changes in stock more rapidly, so that our web site will depict the most up-to-date status of every item we sell.

Even if we don't receive notification of your order via email (even though this is out of our control, this has happened more than we care to admit), Pam is able to look up and find any "missing" orders since the details of each order are saved on our web site. And, at some point in the future, we hope to give each customer the ability to look up his or her past orders, to help you remember your favorite products.

I can only imagine what you are feeling from your point of view, as a customer trying to find information about winemaking products and the process of making wine in general. We think the shopping experience has been greatly improved over our old web site, but to make sure we would really like to hear from you.

Please write and tell us about your online browsing and shopping experience. Is the site easy to navigate? Did you have difficulty finding the items you want? What suggestions do you have for improving the web site? It's easy for us to have tunnel vision since we've been working on this project so long, so any feedback you could provide would be greatly appreciated.

### Latest Wine Kit News

## Limited Releases Announced by Manufacturers

It's that time of year again - time for the major kit manufacturers to announce this year's crop of limited releases. This article will focus on the new kits scheduled for release by Heron Bay, RJ Spagnols, and Cellar Craft. Most wine kits of these types are available only by pre-order.

**Heron Bay Appellation Series** - This series of wine kits introduces winemakers to appellation specific varietals and varietal blends that are currently found in some of the world's finest wine regions. These kits come in both 8L (Blue Label) and 16L (Platinum Label) sizes, and are available by pre-order only.

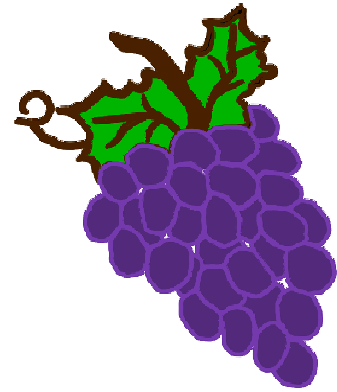
- Sierra Foothill Sangiovese Zinfandel - order by January 6, 2006  
*Projected retail price: 8L: \$57.99 16L: \$84.99*
- Mendocino County Chardonnay Symphony - order by February 10, 2006  
*Projected retail price: 8L: \$56.99 16L: \$80.99*
- Napa Valley Cabernet Franc Merlot - order by March 10, 2006  
*Projected retail price: 8L: \$59.99 16L: \$87.99*

For a complete description of the 2006 Appellation Series, visit the Heron Bay Wines web site at [www.heronbaywines.com](http://www.heronbaywines.com)

**RJ Spagnols RQ** (Restricted Quantities) - If you order all four varieties of the 2006 series of wine kits, Spagnols gives you a free crystal wine decanter.

- California Pinot Noir - order by November 30, 2005  
*grapestompers.com price: 16L: 76.05*
- Spanish Monastrell Cabernet - order by December 31, 2005  
*grapestompers.com price: 16L: \$76.05*
- South African Petit Chenin Blanc - order by January 31, 2006  
*grapestompers.com price: 16L: \$73.05*
- Australian Shiraz Viognier - order by February 28, 2006  
*grapestompers.com price: 16L: \$73.05*

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## Customer Feedback

Dear Tom,

Thank you for all your help. I just did the day 14 stabilizing and clearing and racked my wine.

I look forward to purchasing more wine kits from you in the future, perhaps the cellar craft that has the grape skin pack. Thanks again.

Mike Firoved  
Santa Ana, CA

Dear Tom,

On Thursday, October 13, you started a [winery] tour at 4PM for just four people. In addition to learning more about the production of wine than any of us have known, we had just a DELIGHTFUL time with the jokes and banter. It was the highlight of our three-day vacation and we were describing your wine production, and quoting your quips, for the remaining two days. None of us have a home computer and that is why this thank-you is so late. The four of us like to learn new things, and love to laugh, so the time with you was wonderful. We look forward to coming back with the rest of the family next October. Hope you continue to do well. We are happy to see someone doing exactly what they want to do.

Helaine & Danny Vick  
Mary & Carl Wood  
Bailey, NC

Hi there,

Everyone at grapestompers has been ultimately wonderful. I'm the army wife who was left to bottle 5 gal of wine. My wine is now bottled and I'm very proud that I could do this myself with your help. Thank you so much,

Carleen Meckenstock  
Raeford, NC

## New Products

Here is a list of new products we've added since last month:

HB924 HB Soave, 8L \$40.70  
 HB957 HB Viognier, 16L \$62.52  
 CF0009 Pinot Gris / Optima 16L, \$109.99  
 CF0010 YV Cab Sauv 18L CGP, \$115.99  
 2235B Multi-fit stopper, large \$1.88  
 4726 Wine filter and saver, \$3.25  
 6001 Barrel Side Table, \$288.00  
 6002 Stave Stool, \$149.00  
 4704 Cheese/Cutting Board, \$13.50  
 4400B Door Mat "got wine?" \$15.00  
 5133 Table Runner, 100% poly, \$2.00  
 4673 Portion control pourer .5 oz \$4.75  
 2787A Soda pop bottle caps, \$3.19  
 2736D Liquid Tannin, 2 fl. oz. \$2.42  
 2241 28" Spoon, \$3.30  
 2242 28" Paddle, \$3.41  
 4447 Men's tie, wine glasses \$24.00  
 4617P Wine bottle, purple \$4.00  
 4617Y Wine bottle, yellow vine, \$5.50  
 4709 Wine-themed napkin, \$3.25

Several new party napkins and plates are available under "Home Accents" category.

Several new sweatshirts and T-shirts are also in. Look under our "TShirts" category.

*If you have a suggestion for a new product, please call us at 1-800-233-1505. Special orders welcomed for unique winemaking items or supplies.*

### Corky's Corner

## Winemaking Definition

### Inoculate

To add an active, selected culture of yeast or malolactic bacteria to a must, juice or unfinished wine. Sometimes referred to as "pitching the yeast".

Look for other wine-related definitions by viewing our online Glossary at [www.grapestompers.com/glossary.asp](http://www.grapestompers.com/glossary.asp)

## Hot Tip

Having trouble adding and mixing the chemicals to the carboy at day 20 as suggested by the manufacturer's published directions?

We recommend racking the wine to a sanitized fermenting bucket before adding the chemicals at this step (such as potassium metabisulfite and potassium sorbate). By doing so, you will avoid stirring and mixing problems and the possibility of your wine foaming over and spilling out the top.

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Release dates for the RQ 2006 series are in January, February, March, and April, respectively. To qualify for the free 750 ml crystal decanter (a \$75 value), you must commit to purchase one of each RQ wine by December 31, 2005.

Learn more about the RQ Series at [www.rjspagnols.com](http://www.rjspagnols.com)

**Cellar Craft** - The red kits described below contain a 2L crushed grape pack.

- Chilean CSC (Cabernet, Syrah, Carmenera) 18L format w/crushed grapes  
*January release - order by December 15, 2005*
- Italian Pinot Nero (Pinot Noir) 18L format w/crushed grape pack  
*February release - order by January 15, 2006*
- Santa Barbara County "Naked" (unoaked) Chardonnay 16L format  
*March release - order by February 15, 2006*
- Italian Barbera 18L format w/crushed grape pack  
*April release - order by March 15, 2006*

Read all about these exciting wines at [www.cellarcraftwine.com](http://www.cellarcraftwine.com)

**Each limited release kit, regardless of manufacturer, includes 30 professionally designed wine labels.**

### Monthly Specials

## Specials for November 2005

Item #	Description	Reg. Price	Special
Various	All T-shirts in stock	\$15.00	\$11.50
3128	CC Cabernet Merlot, 16L	\$87.27	\$69.80
HB917	HB Dry White, 8L (expires Nov. 2005)	\$48.16	\$24.08
3168	OB Cranberry Chianti, 5L	\$49.50	\$39.49
3304	RJ Spagnols Red Ice Wine	\$78.18	\$62.50
3302	RJ Spagnols White Ice Wine	\$78.18	\$62.50
5100	Rogar Cork Opener - Pewter	\$119.95	\$89.99
5105	Rogar Cork Opener - Nickel	\$115.50	\$89.99
3100	Complete Wine Kit - Red	\$241.42	\$190.00
3200	Complete Wine Kit - White	\$232.29	\$180.00

### Guest Column

## Winemaker Prepares for The Worst

*This month's guest column is offered by Tony Petruso. His contact information can be seen at the bottom of this article.*

The recent devastation wrought by hurricane Katrina has brought home to many people the need to be prepared for an emergency. No matter where you live there is a possibility for some type of disaster.

Here in the St. Louis area we have the nearby New Madrid seismic zone. Way back in 1811 the New Madrid earthquake, with an estimated strength of 8 on the Richter Scale, caused church bells to ring as far away as Boston, MA. Damage was recorded as far away as Washington, D.C. and Charleston South Carolina. Due to the sparse population at the time, casualties were light. Such would not be the result today. Memphis, TN and St. Louis, MO

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would be heavily damaged. Besides the earthquake threat we also have those pesky tornadoes. They can strike without much warning.

#### HIDDEN SPECIAL

Item #2611 Buon Vino Mini Jet Wine Filter

Regularly \$162.85, it's on sale through November 30, 2005 for only \$89.99

Because of these possible disasters I have always made sure that we have enough food, water and other essentials available to enable us to get by for several weeks without outside help. Many of my friends know this and ask for advice about simple ways to store food and water. We wine makers have an advantage. Our wine kits come in sturdy boxes with food-grade liquid containers. I have been giving these to people who want to store water. Just rinse them thoroughly, fill them with fresh water, replace the cap and tape the box closed. Stack them in a corner of your basement or garage. If you wish, you can add several drops of unscented chlorine bleach for longer "shelf life." Don't worry about adding too much chlorine. Simply letting the water "breathe" for a while will allow the excess chlorine to dissipate.

May you never suffer a disaster. If you do, may you have enough wine in stock so that you won't have to resort to drinking water!

Tony Petruso  
Overlord Military Collectables  
3008 Woodson Road  
St. Louis, MO 63114

(314) 423-6644

#### **Like To Be A Guest Columnist For The Stomper Newsletter?**

If you'd like to be our next guest columnist, simply send your three- or four-paragraph article to [articles@grapestompers.com](mailto:articles@grapestompers.com). If your article is selected for use in a future Stomper newsletter, you'll receive the attention of thousands, a coupon good for a discount on your next grapestompers.com order, as well as our heartfelt thanks. So what are you waiting for??

#### *The Stomper*

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## **Wine Drops**

Wine Drops is a catch-all for various tidbits that we find interesting. It may be anything - a wine recipe, a wine joke, links to neat web sites, etc. This month, we offer some humorous wine and beer quotes that were forwarded to us by a customer who wishes to remain anonymous.

"Sometimes when I reflect back on all the beer I drink I feel ashamed. Then I look into the glass and think about the workers in the brewery and all of their hopes and dreams. If I didn't drink this beer, they might be out of work and their dreams would be shattered. Then I say to myself, "It is better that I drink this beer and let their dreams come true than be selfish and worry about my liver."

~ Jack Handy

"I feel sorry for people who don't drink. When they wake up in the morning, that's as good as they're going to feel all day. "

~ Frank Sinatra

"When we drink, we get drunk. When we get drunk, we fall asleep. When we fall asleep, we commit no sin. When we commit no sin, we go to heaven. So, let's all get drunk and go to heaven!"

~ Brian O'Rourke

"Beer is proof that God loves us and wants us to be happy."

~ Benjamin Franklin

"Without question, the greatest invention in the history of mankind is beer. Oh, I grant you that the wheel was also a fine invention, but the wheel does not go nearly as well with pizza."

~ Dave Barry

And saving the best for last, here's Cliff Clavin, of Cheers, explaining the Buffalo Theory to his buddy Norm. Here it is:

"Well ya see, Norm, it's like this... A herd of buffalo can only move as fast as the slowest buffalo. And when the herd is hunted, it is the slowest and weakest ones at the back that are killed first. This natural selection is good for the herd as a whole, because the general speed and health of the whole group keeps improving by the regular killing of the weakest members. In much the same way, the human brain can only operate as fast as the slowest brain cells. Excessive intake of alcohol, as we know, kills brain cells. But naturally, it attacks the slowest and weakest brain cells first. In this way, regular consumption of beer eliminates the weaker brain cells, making the brain a faster and more efficient machine. That's why you always feel smarter after a few beers."