Gallo challenges ultra-premiums

E. & J. Gallo Winery is this nation's largest wine producer. E. & J. Gallo's liearity Burgandy may well be America's best-known wine. But let's face it, Gallo offers no competition in the premium end of the market. Until now!

Born within 100 miles of Modesto, Calif., the city they put on the map. Ernest and Julio Gallo grew up working a small vineyard bought by their fatter in 1925. At the end of Prohibition in 1933, the brothers borrowed about \$6,000 and started the greatest wine success story in a rented warchouse.

rowed about \$8,000 and state or foresteed wine success story in a rent-ed warchouse.

At the start, their table wines were shipped in barrels. Distributors at the other end of the line bottled the wine under a variety of labels. It was only in the early 1948 that the first Gallo label appeared.

How big is Gallo today? No one in the company will give exact production figures, but it's easy to make close estimates because Gallo has you make close estimates because Gallo that you make close estimates because Gallo that you make the support of the control of

close estimates because Gallo has its own glass plant that churns out 1.5 million bottles per day.

OK. You've seen the bottles in every grocery chain, but have you been noticing the subtle changes over the last few years? Wineries in Sonoma County have.

A LITTLE-KNOWN FACT is that E. & J. Gallo is one of the largest



focus on wine

Eléanor and Ray Heald

Sonoma vintners, crushing more grapes from this premium California wine region than any other winders. In the mid-1980s, Julio Gallo and his son Bob resculptured hills sides in Sonoma's Dry Creek area to create magnificent vineyards where cabernet sauvignon and sinfanded his because the side of the side o

ushered in with Gallo's 1988 Limited Release Chardonnay and Sauvignon Blanc together with a stunning rea-dition, 1978 Gallo Private Reserve

dition, 1978 Gallo Private Reserve Cabernet Sauvijenon:
Sorry, folks, you can't find these wines at the supermarket. Gallo's doing It right. They are showcasing these wines in restaurants. And in this area, we're not talking about dinner houses. We're talking upscale restaurants — the Whitney and the Van Dyke Place in Detroit, Fox and Hounds in Bloomfield Hills, the Round Table in Plymouth, Country Epicure in Novi and Pike Street Restaurant in Pontiac, to name a few,

Epicure in Novi and Pike Street Res-taurant in Pontiac, to name a few. — THE 1988 GALLO LIMITED Re-lease Chardonnay (12:14 restaurant list price) is a departure from early 1980s releases. "The attempt is highlight fruit without overly em-phasizing chardonnay's inherent appley qualities," said Carmen Cas-torina, Gallo's regional communica-tives directly. tions director.

WINE SELECTION OF THE WEEK

OF THE WEEK

1978 E.& J. Gallo Private Reserve Cabernet Sauvignon (about \$30 on area restaurant wine lists). Bottled in 1993, this wine was personally selected by Julio Gallo, who also supervised the winemaking.

It was aged 48 months in 4,000-gallon Yugoslavian cooperage. It is soft, supple, generous and at its optimum drinkability. Until now, this 'Private Reserve' bottling was catled the Family Selection, reserved for the Gallos private use and has been seen in the marketplace only at select benefit auctions.

It could change the way you

About 85 percent of the fruit came om Sonoma's Russian River area. from Sonoma's Hussian River area.

"The wine did not receive any oaktreatment, but if we didn't tell you
his, you might not uspect it. The
wine has developed handsomely in
the bottle and resembles a fine
French Chabilis.
Ask for it in a restaurant to accompany light seafood selections,
chicken or pasta, with a delicate
creum sauce.

cooking calendar

DESSERT SAUCES
The Top Hat Company of Wilmette, Ili, a manufacturer of premium dessert sauces, has been acquired by Marla Murray, a former Bloomfett Hills resident. Founded in 1982, Top Hat produces six flavors of gournet dessert sauce — hot fudge, rashberry fudge, mecha fudge, mini fudge, butterscotch and carantel.

touge, raspberry touge, mocna dege, mint fudge, butterscotteh and carantel. The Top Hat label can be found in gourmet and specially food shops including the Quarton Market, Brown Street Market and Fisher Market, all mis Birmingham, R.I.K.'s in Bloomfield Tlownship, and Peter's Palate Pleaser in Bloomfield Hills. President Morray said the company is test marketing a new line of confection products and plans to add a new sauce this spring. Top Hat was built on a Midwestern base but has begun discussions with both East and West Coasier bases. The company projects a said order bouse. The company projects a Said order bouse. The company projects a Said.

increse of more than 800 percent by 1992.

increes of more than 800 percent by 1992.

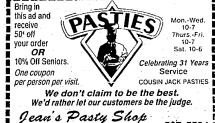
• HEALTHY GOURMET Modew Brock Health Enhancement Institute and the Oakland University President's Club will present a Healthy Gourmet Dining Experience at 6:30 p.m. Wednesday, March 20, at Meadow Brook Hall on the OU campus in Rochester Hills.

Reservations, at 125 per person, are required by Wednesday, March 6. For more information, call 370-3108.

Joan Klun Kay and L.E. Smith, coauthors of "Meadow Brook Hall to create the dinner, After dinner, Kay and Smith will discuss the recepts used for the Inco.!

Will discuss the recepts used for the press. The recepts used for the press of the press of the press. The recepts used for the press that the press that the press that the press th

NALUABLE COUPON IN THE REST



new products

Five flavors are offered - vanil-la, peach parfait, chocolate parfait, blueberry parfait and strawberry

parlait.

The ice cream contains less than 0.5 percent butterfat, compared to the standard 12 percent for regular ice cream.

Eat; Lose Weight, Naturally THE CITRUS WAY

Send \$5 for your diet plan today to:

Phyllis Morford 1069 Port Sheldon St. Jenison, MI 49428

SOME OF THE BEST MANAGERS DIABETES.

Controlling glucose levels is the management challenge of a lifetime

There are blood tests to conduct, exercise routines to plan, and special meals to prepare.

And for nearly one million Americans with insulin-dependent diabetes, daily

injections to administer.

Not to mention coping with the stress of knowing diabetes can lead to heart disease, kidhey disease, and

* For all the work they do, people with diabetes deserve more than a pat on the back.

They deserve a cure.

Support the research of the American Diabetes Association



Florida Red Ripe **Cherry Tomatoes** 99¢ Pint Box

California Sweet Pears

79° LB.

White Bread Whole Wheat Bread

999 Weight Watchers Bread FAME Milk

Dairy FAME Cheese 1

... IFEM CHEESE FAME

\$ 1 19

Frozen EAME-100 Page 10 Jun Orange Juice ORANGE IT FAME 99¢ FAME Waffles 69°

