

Gallo challenges ultra-premiums

E. & J. Gallo Winery is this nation's largest wine producer. E. & J. Gallo's hearty Burgundy 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 father in 1925. At the end of Prohibition in 1933, the brothers borrowed about \$5,000 and started the greatest wine success story in a rented warehouse.

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 1940s 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 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
Eleanor and Ray Heald

Sonoma vintners, crushing more grapes from this premium California wine region than any other winery. In the mid-1980s, Julio Gallo and his son Bob resculptured hill-sides in Sonoma's Dry Creek area to create magnificent vineyards where cabernet sauvignon and zinfandel have been planted. In the Russian River region of Sonoma, they planted chardonnay, johannisberg riesling and gewurztraminer.

In 1989, the Gallos bought a 1,000-acre vineyard site near Asti in the northern reaches of Sonoma County. Vines from this property will come into production in four to six years.

What does this Sonoma County vineyard commitment mean to the consumer? Part of the answer can already be experienced with a taste of Gallo's vintage-dated premium varietals. The completion of the query will come with release of the first estate-bottled Sonoma wines in the near future. This sequel is being

ushered in with Gallo's 1988 Limited Release Chardonnay and Sauvignon Blanc together with a stunning rendition, 1978 Gallo Private Reserve Cabernet Sauvignon.

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.

THE 1988 GALLO LIMITED Release Chardonnay (\$12-14 restaurant list price) is a departure from formerly 1980s releases. "The attempt is to highlight fruit without overly emphasizing chardonnay's inherent apple qualities," said Carmen Castorina, Gallo's regional communications director.

WINE SELECTION OF THE WEEK

1978 E. & J. Gallo Private Reserve Cabernet Sauvignon (about \$30 on area restaurant wine lists). Bottled in 1983, 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 called 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 view E. & J. Gallo wines.

About 85 percent of the fruit came from Sonoma's Russian River area. The wine did not receive any oak treatment, but if we didn't tell you this, you might not suspect it. The wine has developed handsomely in the bottle and resembles a fine French Chablis.

Ask for it in a restaurant to accompany light seafood selections, chicken or pasta, with a delicate cream sauce.

cooking calendar

DESSERT SAUCES

The Top Hat Company of Wilmette, Ill., a manufacturer of premium dessert sauces, has been acquired by Marla Murray, a former Bloomfield Hills resident. Founded in 1982, Top Hat produces six flavors of gourmet dessert sauce — hot fudge, raspberry fudge, mocha fudge, mint fudge, butterscotch and caramel.

The Top Hat label can be found in gourmet and specialty food shops including the Quorton Market, Brown Street Market and Fisher Market, all in Birmingham; R.I.K.'s in Bloomfield Township, and Peter's Palate Pies in Bloomfield Hills.

President Murray 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 Coast outlets and a major mail order house. The company projects a sales

increase of more than 800 percent by 1992.

HEALTHY GOURMET

Meadow Brook 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 \$25 per person, are required by Wednesday, March 6. For more information, call 370-3198.

Jean Klun Kay and L.E. Smith, co-authors of "Menu for Life" cookbook, will work with Chef Steven Machlay of Meadow Brook Hall to create the dinner. After dinner, Kay and Smith will discuss the recipes used for the meal.

The menu includes Veggies with Healthy Dip, Salad Verde with Raspberry Vinaigrette, Stuffed Chicken Breasts, Steamed Fresh Vegetables, Orange Basil Potatoes, Assorted Breads and Strawberry Sorbet.

new products

ICE CREAM

London's Dairy Farm has introduced a fat-free, cholesterol-free ice cream.

Five flavors are offered — vanilla, peach parfait, chocolate parfait, blueberry parfait and strawberry parfait.

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

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THE CITRUS WAY

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SOME OF THE BEST MANAGERS IN THE WORLD HAVE 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, kidney disease, and blindness.

For the stark reality is, people with diabetes deserve more than a pat on the back. They deserve a cure.

Support the research of the American Diabetes Association.

American Diabetes Association
Michigan Affiliate, Inc.
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The product is available in square half-gallon packages at a price comparable to standard half-gallon ice cream products.

London's distributes its dairy products to more than 1,700 retail outlets throughout Michigan. London is one of Michigan's larg-

est dairies. It was the state's first dairy to computerize its business operation to maximize production and distribution.

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<p>IGA Tablerite Hamburger from</p> <p>Ground Chuck \$1.49 LB. 5 LBS. OR MORE Save 40¢ lb.</p>	<p>IGA Tablerite "OUR OWN FROZEN"</p> <p>Kielbasa Patties \$1.09 LB. Save 90¢ lb.</p>
<p>Fame SLICED Lunch Meats except beef bologna</p> <p>\$1.39 LB. Save 50¢ lb.</p>	<p>IGA Tablerite BONELESS</p> <p>Chuck Roasts \$1.69 LB. Save 30¢ lb.</p>
<p>IGA Tablerite BONELESS; SKINLESS</p> <p>Chicken Breasts \$2.69 LB. Save 1.60 lb.</p>	<p>Dakota Valley</p> <p>Boneless Hams \$1.79 LB. Sliced Free Save 90¢ lb.</p>

Produce

California Iceberg
Head Lettuce
59¢ EACH

LARGE 24 SIZE

Florida Red Ripe
Cherry Tomatoes
99¢ Pint Box

California Sweet
Pears
79¢ LB.

Bakery

IGA
White Bread
2/88¢

20 oz.

Whole Wheat Bread 99¢

Weight Watchers Bread \$1.19

CLIP THIS COUPON

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THIS WEEK ON FIVE MANUFACTURER'S COUPONS OF YOUR CHOICE UP TO 35¢ FACE VALUE

1. _____ 2. _____ 3. _____ 4. _____ 5. _____

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<p>Grocery</p> <p>Packed in Oil or Water Chunk Light FAME Tuna 55¢ 6.5 oz.</p> <p>Assorted Prints FAME Towels 2/\$1 Rolls</p> <p>FAME Brick Coffee \$2.89 23 oz.</p> <p>FAME 6000 Pineapple Juice 99¢</p> <p>FAME 16-oz. Snack Crackers \$1.29</p> <p>All Varieties Coca Cola 2 Liter 99¢ Deposit</p> <p>1/2 Liter 8 Packs \$2.29 Deposit</p>	<p>HOMETOWN BONUS COUPON</p> <p>Granulated FAME Sugar \$1.49 16oz. 15 lb. Bag</p> <p>HOMETOWN COUPON</p> <p>Snack Plates 7", Plates 9" or Cold Cups 7 or 8 FAME Design Plates or Cups 30¢ OFF Limit 3-48-100 Ct.</p> <p>HOMETOWN BONUS COUPON</p> <p>Assorted Flavors FAME Ice Cream 99¢ Limit 1-1/2 Gallon</p> <p>HOMETOWN COUPON</p> <p>Flavoring M&M's or M&M's Flavors, M&M's Soft, M&M's Melts, M&M's M&M's M&M's M&M's M&M's M&M's M&M's FAME Cheese 50¢ OFF Limit 1 Random Weight</p> <p>HOMETOWN COUPON</p> <p>FAME Fruit Rings 79¢ Limit 1-15 oz.</p>
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Frozen

FAME 100 Pure
Orange Juice
79¢
12 oz.

AD Blended Vegetables 20 oz.
FAME Vegetables
99¢

20 oz.
FAME Waffles
69¢