

Mondavi is a familiar name to wine-lovers everywhere

Every serious wine consumer knows the name Robert Mondavi. His winery, founded 25 years ago in the Napa Valley, is famed worldwide.

For a quarter century, Robert Mondavi has been the unofficial spokesman for the California wineries, praising their efforts and encouraging an exchange of technological advances between the New World and the tried-and-true methods of European vintners.

Recently, at age 77, Robert Mondavi has turned over control of the Robert Mondavi Winery to his sons Michael and Timothy. The transition will be smooth because Mondavi desires nothing more than the continuation of a family tradition of excellence in the wine business.

Michael, the sales and marketing director, and Tim, the winemaker, will share duties as joint-CEOs. "My father has given us the responsibility of running the Robert Mondavi Winery together with a unified vision," Tim Mondavi said, in responding to our question about winery challenges in the 1990s.

"These are big shoes to fill, but I'm not going to fill my father's shoes, I'm going to fill my own."

The Mondavis believe their father will never retire. He will just move on to other ventures related to the Robert Mondavi Winery. Among them will be work on the cultural aspects of wine and arenas for integrating viticultural art, and wine and food dimensions.



focus on wine
Eleanor and Ray Heald

WINE SELECTION OF THE WEEK

1988 Robert Mondavi Winery Pinot Noir Reserve (\$30) has a full, ripe black-cherry impression in the aroma and on the palate. The integrated oak components are reminiscent of a fine Burgundy. The smooth, silky, velvety finish completes a handsome presentation. You may think this bottling is pricey unless you have recently checked the tag on some 1988 Burgundies.

"MAKING GOOD WINE is a skill," Tim said. "Premium winemaking is an art. Three factors lend an expression to the art of winemaking: the weather, site and soil, and the people involved. The challenge is using these three factors to their maximum."

Tim believes that California's advantage among the wine regions of the world is that grapes can be grown there more naturally. "Wine should be the true reflection of its

natural environment," he maintains. "Wine is not manufactured; it is grown."

Tim described how winegrowing is a passion for him. He referred to winegrowing as the bellwether of winemaking. His greatest challenge since becoming the winemaker in 1974, has been pinot noir production. We personally believe it has been his greatest success.

"We learn something new each vintage," Tim said. "In 1974, I experimented with different fermentation temperatures for pinot noir. In 1976, we retained stems. In 1978, we put the wine to barrel earlier and used newer oak."

"In 1985, we turned the corner. Now, with the release of the 1988 Robert Mondavi Reserve Pinot Noir, people are realizing that our pinots are not flukes. We have attained a consistent, world-class quality."

NOW CELEBRATING its 10th year, the Ann Arbor Art Association's WineFest is a celebration of the liquid assets of wine. Festivities begin with a buffet dinner from 6-8 p.m. Saturday, April 20, at the Ypsilanti Radisson Resort. After dinner, Tim Mondavi will be the honorary chairperson of a live wine auction of more than 1,000 bottles in all shapes and sizes donated by some of the area's most astute collectors.

Auction proceedings will be followed by a dessert buffet and dancing. If you have entertained the thought of attending a wine auction, at \$50 per person, here's one not to miss. Make reservations or for more information, contact Marsha Chamberlin by calling the Ann Arbor Art Association at 994-8004.

cooking calendar

OPEN HOUSE
Peoples' Warehouse, a natural foods warehouse owned by Michigan Federation of Food Cooperatives, is having an Open House from 7-8 p.m. Friday at Embury United Methodist Church, 1803 E. 14 Mile Road, Birmingham.

Planned activities include a brief introduction to Michigan Federation of Food Cooperatives and what it means to be in a co-op, socializing with current co-op members, and sampling a broad variety of products available through Peoples' Warehouse.

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La Rose Market
HOURS
Mon-Sat 9 A.M. - 9 P.M.
Sunday 9 A.M. - 6 P.M.
Prices Good April 8 thru 15
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WEST BLOOMFIELD
We Reserve the Right to Limit Quantities.
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BUGLES
\$1.29 6 oz.
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ONE FREE 6 oz. With In-Store Coupon

Redenbacher-Assorted
MICROWAVE POPCORN
\$1.97 10.5-12 oz.
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ONE FREE 10.5-12 oz. With In-Store Coupon

Cedarific
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ONE FREE 4 lb. Bag With In-Store Coupon

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ONE FREE 4.3-5 oz. With In-Store Coupon

Bisquick - Assorted
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ONE FREE 7.5 oz. With In-Store Coupon

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FRUIT ROLL-UPS
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ONE FREE 4 oz. With In-Store Coupon

Kraft Assorted Varieties
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