

Access to California's best artisan winemakers. **Uncorked**TM

Volume 18 · Issue 5



"Old World Wines" and A New Destination Resort at Mount Palomar Winery, Temecula Valley

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Up Close & Personal: GrapeRadio

Name: Jay Selman
Occupation: Producer, GrapeRadio
Most Memorable Wine: 1990 Rayas Châteauneuf-du-Pape "Surreal!"

Name: Brian Clark
Occupation: Host, GrapeRadio
Most Memorable Wine: 1991 Grgich Hills Cabernet Sauvignon Yountville Selection. "It was extra special because we got to interview Mike Grgich on GrapeRadio."

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Just two-years-old, the fledgling internet radio show GrapeRadio has garnered attention from the likes of CNN, the New York Times and Business Week. And just won "Podcast of the Year"! Where else will you hear about the wines of Lebanon, or an interview with three of the world's greatest port producers, all in one room together? With its worldwide listenership and hosts who don't hesitate to push the wine envelope, GrapeRadio offers a new, exciting format for everyone interested in wine. Eric Anderson, Marlene Rossman, Jay Selman and Brian Clark co-host the shows.

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Uncorked: You just learned that you won "Podcast of the Year" from the International Podcast Convention. For the uninformed, what is a podcast?

Jay: GrapeRadio is radio on the internet. A podcast is a pre-recorded audio interview available on the internet. You go to www.graperadio.com and all the shows are there. You can search by topic and listen at your computer or download to an ipod. One of our listeners rides a bullet train to Tokyo every day and listens to us then. Unlike regular or "terrestrial" radio, you can play our programs at any time you wish.

Uncorked: What are some other benefits of your internet radio format?

Jay: "We have more freedom than traditional terrestrial radio – Our choice of guests and subjects represents our love of wine and does not depend on "mass appeal."

Brian: Also, how many times have you missed something on the radio when listening to a program? With



Host Eric Anderson, Producer Jay Selman and Host Brian Clark turn up the volume for GrapeRadio!

GrapeRadio, you just press rewind.

Jay: The most popular way people use GrapeRadio is to burn a program on a CD and listen in their car. Most of our shows are 30 minutes long, because that is the average commute.

Uncorked: What have been some of your most popular shows?

Jay: Some shows I didn't expect to be were huge, like a story on how a cork is born and the one on how barrels are constructed.

Brian: We've had some controversial shows, too, like when a winemaker ripped into other winemakers, how they weren't up to par. We got so much heat, he came back with a face-to-face showdown with the winemakers. James Laube of the *Wine Spectator* even mediated.

Uncorked: How do you choose the wineries to interview?

Brian: We use a dartboard.

Jay: I used my reputation and friendships to

convince winery owners we knew to come on the show, but now we get more than 100 emails a day, and some pretty big names among them.

Uncorked: Do you drink a winemaker's wines as you're interviewing them?

Brian: No. What if we don't like it? We do drink wine on the show though, but we do not give wine reviews. We are more into



L-R: Brian, Bruce and Pam Boring, Jay.

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wine education.

Uncorked: What keeps you both interested in GrapeRadio, besides the wine?

Jay: For me, I'll tell you a secret. It's never been about the wine. It's about people. Talking to that winemaker, getting to know them. Wine is just something that gets them in here.

Brian: For me, I enjoy the access, getting to spend time with guys I couldn't otherwise. Not only access to the wineries but to the events as well. We got instant access to the Napa Valley Wine Auction, for example, and you know how expensive that is.

Jay: What really charges my battery is the emails I get—"Hey, I didn't know about that wine, I'm going to go out and try it"—people can learn in a non-judgmental atmosphere. Sometimes, I will ask a "dumb" question. If I can ask it, they can.

Listen to Bruce and Pam's October 2006 interview with Jay and Brian. Simply visit www.graperadio.com and look for show #115.

Uncorked: Both of you are often involved in the interviews. How do you approach an interview together?

Jay: We all have our individual style. I'm convinced it's important for the consumer to understand the personality of the person making the wine because it will be reflected in the wine. Winemakers might start out giving me the marketing hype, but once they see you want to communicate, then they open up.

Brian: We always have something we want to accomplish. You could just have winemakers on all day long. But we interviewed Margit Mondavi and wanted her to talk about the history of the Napa Valley, the stories, how Opus One began, the meeting with the Baron, and we spent maybe two minutes on the winery itself.

To listen to GrapeRadio, log onto www.graperadio.com.

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