

# The Cellar Dweller

Volume 3, Edition 7 • July 2009

## JULY EVENTS

THURSDAY, JULY 9 • 7:15 P.M.  
"PATIO POUNDERS II"

\$15/PERSON (\$10 CLUB MEMBERS)

Thanks to the overwhelming popularity of this tasting in May, we have added an encore tasting, this time featuring an all-new selection of patio favorites. Join us as we focus on those perfect Reds and Whites that are custom-made for sipping on the patio at sunset. Just make sure to sign up quickly, as this one will surely sell out in a flash!

FRIDAY, JULY 17 • 4:00-8:00 P.M.  
"FUN FRIDAY"

\$5/PERSON (FREE FOR CLUB MEMBERS)

Our most popular monthly tasting, this event offers a great opportunity to "try it before you buy it" and expand your wine universe. An additional perk: Paid admission on Fun Friday includes a \$5 discount (net of sales tax) on any in-store purchases over \$30 made at the tasting. Discount cannot be applied against prior purchases, email pick-ups, or special orders.

WEDNESDAY, JULY 22 • 7:15 P.M.  
"SPANISH WONDERS"

\$18/PERSON (\$13 CLUB MEMBERS)

Year after year, the producers of Spain consistently deliver Europe's most exciting wine values, offering an amazing bang-for-the-buck. Join us as we sample several of our favorite Spanish gems.

*Seating for tastings is limited, and sellouts are common. If a particular tasting jumps out at you, please call (262)754-9463 to reserve your spot today! Reservations are not necessary for Fun Friday.*

12910 West Bluemound Road • Elm Grove  
Open Mon-Sat 10:00am - 7pm • (262)754-WINE



## SPECIALS

J. LOHR CABERNET  
SAUVIGNON \$9.99

Stock up today, at  
the best price in Wisconsin!

MCMANIS PETITE SIRAH • \$8.99

Taste for yourself why this is one of the  
HOTTEST Reds in the store!

NOBILO SAUVIGNON  
BLANC • \$7.99

Best price ANYWHERE on this quintessential  
"Patio Pounder!"

NINE STONES 'HILLTOPS'  
SHIRAZ • \$12.99

An Australian steal - 90 points Wine Spectator!

COLUMBIA CREST GRAND ESTATES  
(ALL TYPES) • \$7.99

Why pay MORE at a LIQUOR STORE??

ELK COVE PINOT GRIS • \$10.99

A longtime Wine Cellar favorite, at our best  
price in years!

*Specials valid through July 31, 2009, or while supplies last.*

# JULY COUPONS

**50% OFF ANY  
REGULAR-PRICED WINE  
WITH THE PURCHASE OF ANY THREE  
(3) REGULAR-PRICED WINES OF  
EQUAL OR GREATER VALUE.**

Limit **one** per customer. Cannot be combined with any other offer. Excludes sale items, closeouts, email specials, hot buys and special orders. Coupon must be presented at time of purchase.

*Coupon valid through July 31, 2009. Sorry, both July coupons cannot be redeemed on same visit.*



**BRING A FRIEND & SAVE BIG!**

Bring a first-time customer into the Wine Cellar any day in July other than Fun Friday. Sign up the first-time customer for our mailing lists, and both of you will receive a one-day discount of

**20% OFF ANY REGULAR-PRICED  
WINE - NO LIMIT!**

Current customer and new customer must both be present to receive discount. New customer cannot live at the same address as anyone on our current mailing list. Coupon must be presented at time of purchase. Coupon cannot be combined with any other offer. Excludes sale items, closeouts, email specials, hot buys, and special orders. Offer applies on in-stock items only. Sorry, no rainchecks. Coupon not valid on Friday, July 17th.

*Coupon valid through July 31, 2009. Sorry, both July coupons cannot be redeemed on same visit.*

Visit us online at: [www.winecellarofwisconsin.com](http://www.winecellarofwisconsin.com)



SCREAMING SUMMER  
SAVINGS AT MILWAUKEES  
#1 WINE SHOP

**Wine Cellar of Wisconsin**  
Autumn Grove Plaza  
12910 West Bluemound Road  
Elm Grove, WI 53122