



K & L WINE MERCHANTS



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WELCOME TO K&L WINE MERCHANTS!

SINCE 1976 WE'VE BEEN ASSISTING THE WORLD'S MOST
PASSIONATE WINE ENTHUSIASTS AND COLLECTORS.

OUR MISSION IS TO PROVIDE YOU WITH UNPARALLELED SERVICE, SELECTION AND PRICING. WITH THAT IN MIND, WE'VE ASSEMBLED A SKILLED TEAM OF WINE PROFESSIONALS, INCLUDING SPECIALISTS WITHIN ALL MAJOR WINE REGIONS AROUND THE GLOBE. OUR BUYERS TRAVEL THROUGHOUT THE WORLD, UNCOVERING THE NEWEST PRODUCERS AND SECURING RELATIONSHIPS WITH TOP WINERIES IN ORDER TO BRING YOU OUTSTANDING VALUES AND THE VERY BEST WINES AVAILABLE. K&L'S SPOTLIGHT ON WINE HAS GARNERED PRAISE WITHIN THE PAGES OF THE "WINE SPECTATOR," "TIME," "THE WALL STREET JOURNAL," "MONEY," "INSTYLE," "GQ," "FORBES," AND MORE. WE'RE PLEASED THAT YOU HAVE FOUND THE PREMIER LOCATION FOR ALL YOUR WINE BUYING NEEDS.





DOMESTIC WINES

CALIFORNIA

OREGON

WASHINGTON

“CALIFORNIA IS LOADED WITH MANY GREAT HIGH PROFILE WINES. ALONG WITH TRYING TO SECURE ALLOCATIONS OF THESE ICONS, K&L IS FOCUSED ON DISCOVERING HIDDEN GEMS, LOCATED IN OUR OWN BACKYARD.” TREY BEFFA, VICE PRESIDENT OF OPERATIONS, DOMESTIC WINE BUYER, K&L WINE MERCHANTS



CALIFORNIA



K&L's Northern California locations are

located within a short driving distance of many phenomenal Napa Valley, Sonoma and Santa Cruz Mountains wineries. We've developed strong relationships with these fine producers since we first began selling domestic wines in 1976. Today most of K&L's California discoveries are being made

by our DOMESTIC BUYER, **Trey Beffa**. K&L is at the forefront of the exciting new trends in California wine as well and we continue to nurture our relationships with the state's top producers. According to wine writer Robert Parker: "At the top level, California wines are among the most exciting in the world, with many producers radically redefining greatness in New World Cabernet Sauvignon, Chardonnay, Pinot Noir, Syrah, and the so called Rhône Ranger blends."



OREGON & WASHINGTON

When people consider domestic wine, they normally think about the state of California. However, there are many fabulous wines produced in other states as well. Oregon and Washington are also causing eyebrows (and glasses) to be raised around the world. Highly touted for its Pinot Noirs, Oregon is now getting rave reviews for

many small-production Chardonnays and Pinot Gris. Washington has become one of the most important wine producing areas in the United States. In particular Washington Merlot, Cabernet Sauvignon and Chardonnay are gaining in popularity, and all continue to grow rapidly.

IMPORTS: FRANCE

BORDEAUX



As the most important region for imported wines, Bordeaux gets a tremendous amount of attention from our staff. K&L's



BORDEAUX BUYER (AND CO-OWNER) Clyde Beffa, Jr. along with longtime **BORDEAUX SPECIALIST Ralph Sands** and several other K&L staff members travel to the region numerous times per year. More than 100 wines are tasted per day on these grueling adventures that began back in 1985, when K&L became a direct importer of wines from the region. Whether it's pre-arrivals of your favorite estates or in-stock inventory of great vintages, K&L offers one of the most extensive selections of classified growths and lesser known Bordeaux gems in the nation.

BURGUNDY



More than any other wine region in the world,

Burgundy offers a sense of place, of terroir. It is the most fractured, some might say confusing zone in France and is therefore intimidating to many beginning wine drinkers. Luckily, K&L has **BURGUNDY SPECIALIST Keith Wollenberg** to explain the many site-specific characteristics that make these wines so magical and enduring. "These are wines of elegance and charm with phenomenal purity of fruit," says Keith. His favorite part of the job? "Finding producers who have never been imported to the U.S. and sharing my discoveries with the customers at K&L."

CHAMPAGNE



A revolution is underway in Champagne. "There is now

a mass exodus of growers away from the big commercial houses," says **Gary Westby**, K&L'S CHAMPAGNE BUYER. Gary travels to Champagne every year, and has been an eyewitness to these exciting times. "This is a gigantic boon to the wine drinker as these new grower producers now offer real wines of soul with a sense of place for much less money than consumers are used to spending." Nearly one-third of all Champagnes on the shelf at K&L are imported directly by K&L.

LOIRE & ALSACE



An ardent fan of Loire Valley wines, K&L buyer

Jeff Vierra points to the great diversity among these red and white wines. "Crisp Muscadet, rich and powerful Chinon, earthy Vouvray and vibrant sauvignon-based Sancerre and Pouilly-Fumé, all distinctive yet lively, fresh and bright." As **ALSATIAN WINE BUYER** for K&L, Jeff recognizes the difficulties of finding the best wine values in a sea of mediocrity. "You have to wade through these to find the handful of gems, the wines and producers focusing on individuality and terroir."

RHÔNE & FRENCH REGIONAL



The Crème de la crème of these sun-drenched

regions of Southern France are carefully selected by K&L'S RHÔNE AND FRENCH REGIONAL BUYER, **Mulan Chan**. "There is tremendous diversity to be found in French Regional and Rhône Valley wines. Red, white, pink or sparkling... there is truly something for everyone," Mulan remarks. "Learning about and enjoying wines from these appellations is the next best thing to taking a trip through France!"

"THERE IS TREMENDOUS DIVERSITY TO BE FOUND IN FRENCH REGIONAL AND RHÔNE VALLEY WINES. RED, WHITE, PINK OR SPARKLING... THERE IS TRULY SOMETHING FOR EVERYONE." MULAN CHAN, RHÔNE & FRENCH REGIONAL BUYER, K&L WINE MERCHANTS



IMPORTS: EUROPE

ITALY

SPAIN

GERMANY

AUSTRIA

"ITALIAN WINES OFFER AN EXTRAORDINARY ARRAY OF POSSIBILITIES, AND MORE THAN ANY OTHER WINE REGION IN THE WORLD, THESE ARE MEANT FOR THE TABLE AND FOR SERIOUS EATING." GREG ST. CLAIR, ITALIAN BUYER, K&L WINE MERCHANTS



ITALY



The breadth of Italy's grape varieties offers a limitless

palate for a new generation of artist-winemakers. It is among these indigenous varieties, says ITALIAN BUYER **Greg St Clair**, that some of today's most exciting wines and greatest values lie. Lagrein from the Dolomites? Friulian Pinot Blanc? Kerner? It takes a world-renowned specialist (with more than 20 years in the business) like Greg to make sense of it all. He travels to Italy twice a year in search of the latest and greatest from Italy's soils.



SPAIN



Thanks to a new generation of winemakers,

Spain is fast becoming a world player in the fine wine industry. The good news is that most Spanish wines remain an incredible value. According to K&L's SPANISH BUYER **Anne Pickett**, "A little science goes a long way. Spain has always had great raw material—old, ungrafted vines. Now, with new equipment and know how, the wines are better than ever."



GERMANY



"Nothing has changed in Germany. We have

changed in the United States, and we are finally ready to embrace the style of the classic German Riesling," says **Jeff Vierra**, K&L GERMAN BUYER. "Riesling offers a range of styles that is unparalleled among other varieties." From dry and powerful Rheingau trocken to mineral and graceful Mosel Kabinett to late-harvest, botrytis-affected wines capable of lasting fifty or more years, the great wines of Germany deserve all of the hype they are finally receiving.



AUSTRIA

"Grüner goes with everything!" says K&L's AUSTRIAN BUYER **Jeff Vierra**. He is quick to point out, however, that Austria offers much, much more than this one multipurpose wine. Now that Austrian wines have attained a reputation for quality, a craze has developed for the whites and even the reds of Austria. From Alte Reben to Zweigelt, K&L is at the forefront of this growing category.

IMPORTS: SOUTHERN HEMISPHERE



OLD & RARE

AUSTRALIA, NEW ZEALAND & SOUTH AFRICA



It's no secret that Australia and New Zealand

now make some of the finest wines in the world, wines with a generosity of fruit and an exuberant personality unlike any other. But K&L's AUSSIE, KIWI AND SOUTH AFRICAN BUYER **Jim Chanteloup** warns against lumping these extroverted beauties into one homogeneous group. "If you go beyond Barossa and McLaren

Vale, for example, you find Margaret River or, say, Otago, which offer Cabernets or Pinots more European in style. My job is to bring this regional diversity to our customers." Jim adds, "South Africans have really turned their wine industry around." Thanks to technological improvements and a young, forward-thinking generation of winemakers, this "new old world" region has never been hotter!

CHILE & ARGENTINA



As a rapidly growing wine region, South America

combines tradition and innovation. K&L's SOUTH AMERICAN BUYER **Anne Pickett** notes that demand and quality have reached new heights for the wines from Chile and Argentina. Anne has made great discoveries in promising areas like the Apalta Valley and

among locally popular grapes such as Bonarda and Camenere. Her latest finding? "New wines from small wineries that have no foreign affiliations," says Anne.



"I LOVE BEING SURPRISED BY UNDERRATED WINES THAT MATURE INTO GEMS."

JOE ZUGELDER, OLD & RARE WINE BUYER, WINE SALES, K&L WINE MERCHANTS



Joe Zugelder has worked at K&L since 1978 and has

held the reins of K&L's OLD AND RARE DEPARTMENT for over a decade.

"The Old and Rare wines were stored in the restroom back then, with the likes of 66 Las Cases next to the toilet paper. Needless to say, our wine is a

bit more pampered now," says Joe.

Over the years the focus of K&L's Old and Rare department has greatly expanded. Joe buys from myriad sources—auction houses, chateaux direct and negotiants, as well as from private stocks. While the top name wines are always irresistible, Joe has a fondness for the 'sleepers.' "I love being surprised by underrated wines that mature into gems."



SPIRITS & WINE ACCESSORIES

SPIRITS



Though K&L is best known as a fine wine retailer, the spirits section is also a top priority, thanks to K&L'S SPIRITS BUYER **Susan Purnell**. She concentrates on boutique producers, both domestic and imported, who fashion small batch, single barrel liquors with as much care as the finest Bordeaux or California Cabernet wine makers. "We have relationships

with tiny distilleries, which allows us to offer our customers those exceptional, unique bottles that would be next to impossible to find otherwise," says Susan. Recent forays have brought very old and rare bottlings of Single Malts to K&L, along with locally produced specialty spirits. Susan also stays on top of the ever changing cocktail trends from the classic tipples like authentic rye Manhattans to the highest quality flavored vodka from the U.S. and abroad.

WINE ACCESSORIES

Lovers of wine tend to be sticklers when it comes to the presentation and storage of their fine collections. At K&L we offer a selection of the best glassware and wine storage units currently on the market. From Riedel and Spiegelau glassware in a range of styles and prices, to refrigerated cabinets and cooling units that will keep a personal wine room at the ideal temperature and humidity level, K&L has it. Additionally, we keep a ready stock of handy wine openers, wine books, software, learning tools and other accessories.

OUR STAFF

K&L HAS ASSEMBLED CALIFORNIA'S LARGEST STAFF OF RETAIL WINE SPECIALISTS, DISPERSED BETWEEN STORE LOCATIONS AND CORPORATE OFFICES.

THIS TEAM IS ACCESSIBLE IN PERSON, ON THE PHONE AND ONLINE, BRINGING

K&L SHOPPERS SEVERAL HUNDRED YEARS OF COMBINED PROFESSIONAL WINE

EXPERIENCE. IN 2004 K&L INAUGURATED A STATE-OF-THE-ART FULFILLMENT

AND DISTRIBUTION CENTER TO HANDLE ITS GROWING INTERNET AND PHONE

BUSINESS. THROUGH K&L'S AWARD-WINNING WEBSITE (WWW.KLWINES.COM),

CUSTOMERS ARE ABLE TO ORDER WINE AND HAVE IT DELIVERED AROUND THE

COUNTRY WHERE LEGALLY PERMITTED.

"I ATTRIBUTE OUR SUCCESS (KNOCK ON WOOD) TO HANDS-ON OWNERSHIP, MANY HOURS OF HARD WORK, AND THE MOST KNOWLEDGEABLE STAFF IN THE BUSINESS." CLYDE BEFFA, JR., VICE PRESIDENT—K&L WINE MERCHANTS, SALES DIRECTOR, WINE NEWS EDITOR



CELEBRATE YOUR LOVE OF FINE WINES EACH MONTH

IT'S EASY AND AFFORDABLE TO ENJOY THE BEST WINES IN THE WORLD

"BEING IN A K&L WINE CLUB IS LIKE HAVING YOUR OWN PERSONAL WINE SHOPPER. OUR BUYERS AND TASTING PANELS DO THE TOUGH WORK OF TASTING SEVERAL THOUSAND WINES EACH YEAR." CLYDE BEFFA, HEAD WINE BUYER AND CO-OWNER, K&L WINE MERCHANTS



K&L WINE CLUBS: YOUR PASSPORT TO THE WORLD OF FINE WINE

Joining one of K&L's Wine Clubs is a fun and easy way to explore the wide world of fine wine. We offer several clubs and a broad range of high quality wines and exceptional savings for any budget.

One of the great advantages of belonging to a K&L Wine Club is the breadth and variety of the selections. In recent months, we have offered wines from California, France, Italy, Australia, Spain and Germany. Many of our customers have been members of winery wine clubs but dropped them after receiving the same things month after month. You will never get that feeling with the K&L Wine Clubs because we provide a variety of wines that no other club can match.

The factor that really differentiates the K&L Wine Clubs is our staff and their expertise. Our wine buyers are dedicated professionals with years of experience, an extraordinary breadth of knowledge and a 100 percent commitment to excellence. Being in a K&L Wine Club is like having your own personal wine shopper. Our buyers and tasting panels do the tough work of tasting several thousand wines each year. Only the very best wines get selected, because quality is always paramount. We personally stand behind our choices.

The K&L Wine Clubs are not just a great value but are also easy and convenient. Just sign-up and every month you will have your selections sent to your home or

business. In addition, the value is not limited to the wines you receive each month. Wine Club members can reorder their favorite club wines at substantial discounts. The exclusive savings from a case of club wines can often pay for a year's club membership!

To join one of our clubs, give us a call at 877-KLWINES or go online to KLWines.com. Soon you'll be off on a guided tour of the world's finest wines. K&L Wine Clubs... embark on the journey!

THE K & L ADVANTAGE

K&L Wine Merchants is one of the largest wine retailers on the West Coast. Each year, we search the world to find the best wines for you to enjoy. As a K&L customer, you'll be able to discover outstanding selections, handpicked by our award-winning staff. Our presence in California provides us with the unique benefit of proximity to some of the world's most desirable wine growing regions. We also offer sensational values on wines from Europe and South America, Australia, New Zealand and elsewhere, by buying direct and eliminating several layers of markup. Most importantly, our entire staff remains dedicated to providing you with uncompromising customer service. We look forward to our relationship with you!



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