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The Bluffs Food & Wine gazette



EVENT REPORT: *Ayoub's Poolside White Event*

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 - From the Archives



A publication of the Council Bluffs Branch of the International Wine and Food Society



PRESIDENT'S COMMENTS

Let me start by thanking Jill Panzer, Jill Goldstein, and Suzanne Kossow for putting on a great event to get October off and running. The event was focused on Women Vintners and provided the group with some great information on how they became involved in the industry. Plus we had a great selection of wines to sample. Special thanks to Jennifer Coco, and the staff at J. Coco for an excellent dining experience.

Reminder: Only 2 more events this year and both are promising to be sold out.

November 18—Tom Murnan Madeira sit down tasting at the 85th Anniversary party for IWFS. This one is at Le Bouillon where we will have the whole restaurant to ourselves.

December 9—Joe and Jill Goldstein President's Dinner at V. Mertz. Always a stellar venue.

As the year is winding down, the board will be discussing membership and dues for 2019. I hope to have information out to everyone for the next newsletter. I am going to be asking that everyone who wants to renew membership do so at that time. Plus this will give us the time we need to determine how many spots will be available and to review applications for membership in a timely manner. If any of you have any questions, or ideas you would like to pass along, please email me. Feedback is always welcome.

Cheers, 🍷

Joe Goldstein



"IF YOU WALK A MILE IN MY SHOES, YOU'LL END UP IN A WINE BAR."

- Jill Goldstein

EDITOR'S CORNER

I have never even heard of a White Event until the Jenny and Nagi Ayoub offered their home for our September 7th event. But it was quite a fun time. The White theme pervaded the food as well as our attire. White was de rigueur. But the real catch was getting Chef Benjamin Maides and his crew away from Au Courant to cater. One of the best chefs in the area, we were in for a treat.

Jenny Ayoub contributed a spicy Za'atar for the white Albacore Tuna course that Chef Maides complimented during the dinner. I asked her how she uses Za'atar, and she agreed to provide us a recipe. I hope other members will follow suit and submit a favorite recipe for the enjoyment of all members.

Our own Stephen Hipple was honored with the André Simon Silver medal at the Quebec Great Weekend. Check out the story within.

To get us in the mood for our event celebrating 1933, the 85th Anniversary Dinner, Jill Panzer and I am urging the willing to dress in 1933's fashion.



I have included a page to give you some ideas, but go to Jill Panzer's Pinterest site for much more.

Continuing our IWFS 85th anniversary series with more history, we move on to a lecture that Michael Broadbent gave in 1971 to honor the memory of the recently deceased IWFS founder, André L. Simon. This turned out to be the first of many lectures given by the society on an annual basis. Broadbent gives an excellent account of André

Simon's life and importance to the Society that he founded. You will have a better understanding of the history of our Society after reading this. Part one of a two part series.

Finally, Diane Forristall dug up some interesting photos of a 2010 Barbeque held at John Fischer's house. Seems that Steve Hipple got red wine all over his pants. Must have been one heck of a party! Have any archival photos? Send them to me and I will share them in the Gazette.

In vino veritas, 🍷

Tom Murnan



"WINE MAKES EVERY MEAL AN OCCASION, EVERY TABLE MORE ELEGANT, EVERY DAY MORE CIVILIZED. FOOD WITHOUT WINE IS A CORPSE; WINE WITHOUT FOOD IS A GHOST. UNITED AND WELL MATCHED, THEY ARE AS BODY AND SOUL: LIVING PARTNERS."

— André L. Simon



EVENT REPORT:

AYOUB'S POOLSIDE WHITE EVENT

Written By Tom Murnan / Photos by Tom Murnan and Wayne Markus



I am still scratching my head trying to figure out how they did it. How did Nagi and Jenny get Chef Benjamin Maides to abandon Au Courant on a Friday night to craft such an excellent dinner for our Branch, especially when he brought the A team with him to the Ayoub home? Not sure who was still left at the restaurant. Maybe owner Carlos Mendez had to do some work and get back in the kitchen! But it worked out quite well for the Council Bluffs Branch, I assure you. Due to a very drizzly first half of the day, the decision was made to put everyone inside for dinner, but then the weather turned nice, so we were able to have appetizers at the wonderful poolside setup where the outdoor grilles and fireplace were under roof. 46 signed up, including 4 guests.

If you haven't been to **Au Courant** yet to try Chef Maide's cuisine, you must correct this state of affairs quickly. He is one of the best chefs in the city, always bringing an imaginative quality to his cuisine. Since the theme was All White, besides our attire, the menu adhered to the theme as much as possible. We had White Chevre, White Fish Crudo, White Bean, White Corn and White Chocolate.

For the Amuse phase, an elaborate six foot curved board was carried down from the kitchen by two, loaded with appetizers. We had freshly shucked **Oyster Cove Oysters** from New Brunswick with compressed cucumber and heirloom tomato water; **Spec filled with Eggplant Relish** topped with pickled

shallots; **Potato Rosti** topped with Piedmontese Beef Tartare, Quail Egg and Chives; and **Grilled Zucchini** topped with Shadow Brook Farm Chevre and Tomato Concasse. **Concasse** is a French technique meaning tomatoes are peeled, seeded, and chopped to a specific size. All quite tasty. Quaffing wines were two Champagnes: a rosé and a regular white. The **Charles de Cazanova Brut** and **Moutard Rosé de Cuivason** were both non vintage and were ideal with the appetizers. Susan Koesters had the idea that we should take a group photo around the pool, so everyone was rounded up for a shot before moving upstairs for dinner.

White Fish Crudo, **Heirloom Tomato**, **Potato** and **Herbs** formed our **Aperitif** course once at table. Chef Maides spoke about the dish. In keeping with the white theme, an Albacore Tuna from the Pacific Northwest was sourced. It was flown in for the evening and was super fresh. The cherry tomatoes came from the Omaha Home for Boys. Those were peeled and cut in half. Purple heirloom potatoes were match-sticked to provide texture on top. This dish was Chef Maides ode to the Ayoub's. He used an awesome **Za'atar** that Jenny has been using. An ancient Middle Eastern blend of spices, **Za'atar** traditionally is made of dried herbs like marjoram, thyme and oregano, sumac toasted sesame seeds and salt.

Alex Olsen was our wine steward and guide tonight. Alex chooses the wines at Au Courant, which is Eurocentric

(French, Italian, etc.) They focus on how the wine interacts with the food. Eating and drinking changes both the wine and the food in tandem together. Alex recommend us to taste the food first, clearing the palate with water, then tasting the wine on its own, then wine and food in conjunction. Our first dinner wine was the **2016 Hartford Court Four Hearts Chardonnay**. A Jackson Family wine, Hartford Court specializes in Chardonnay clones, vinifies them separately, then blends them together. This bottling represents the best of the best of what they grow. There is 40-50% new French oak, so you get vanilla and spice because of this.

The tuna crudo had a touch of spice from the sauce, making it lively but not hot. It brought the fish to life. The Chardonnay was served a bit warm, but that only seemed to intensify the flavor. We have a tendency to serve our whites too cold many times, and it stuns the flavors. Oaky, buttery, minerally with a slight touch of sweetness, it was complex and a wonderful pairing with the tuna.

Pasta was our next course. **White Bean with Agnolotti**, **Black Truffle** and **Grana Padano** was on tap. Agnolotti is a type of pasta typical of the Piedmont region of Italy, made with small pieces of flattened pasta dough, folded over a filling of roasted meat or vegetables. The pasta was homemade. White beans and Italian black truffles were used to stuff the pasta. ▶





◀ The black truffles were also used in the glaze, along with herbs, and sprinkled with Parmigiano Reggiano cheese. The Agnolotti had a wonderful pasta and cheese aroma, cooked al dente, with a good lashing of black truffle. With a fabulous white bean stuffing, it was quite moist and earthy, especially with the truffles.

This time we had two wines to compare. A 2015 Drouhin Roserock Zéphirine Pinot Noir from Oregon was contrasted to a 2014 Pietradolce Archineri Etna Rosso from Sicily. Alex told of the wines. Mount Etna is an active volcano near Catania, Sicily. Heavily volcanic soil, this Pietradolce is 100% Nerello Mascalese. French oak barrels were used and you can notice the barrel toast. It retains its bright acidity and you can detect the heavy earthiness of the volcanic soil which should go nicely with the truffles. The Drouhin hails from the Eola-Amity Hills of the southern Willamette Valley. A little oak aging on this one, with a little char which gives you a little gamey meatiness. So, a little more texture, a little more body and a little more elegance on the back end. The vineyard has volcanic soil as well, but not as prominent as the Sicilian.

I found the Drouhin all elegance, fine, and extremely well balanced and smooth. The Pietradolce was a bit rustic with drying tannins. With the food, however, it was all harmony, the rough edges being banished.

The Protein course followed the Pasta. White Corn Topped Piedmontese Strip Steak with Mushrooms and Foie Gras. The corn was from Schoolhouse Gardens and some corn from Iowa as well. Chef Maides loves getting different textures out of different vegetables. "So we have pickled corn, corn puree, corn succotash with a bunch of bell peppers from Swallow's Nest in Iowa. The beef was certified Piedmontese: all natural, no hormones, no antibiotics, but known for its leanness. Super tender. All the fat and silver skin was stripped off. It was grilled outside with cherry wood. Chanterelle mushrooms came in fresh today. Our Jus was reduced from 120 gallons of stock down to 4 quarts with no thickeners. Foie Gras Torchon was added to make it extra naughty. A lot of flavors in this dish: sweet from the corn, sour from the pickled corn, so mix and match

and have fun with it." My impression? Smoky beef, grass fed so it doesn't melt in your mouth like corn fed beef does, but still tender. The jus was amazing and the essence of beef. The foie gras just made things even richer.

We compared two red wines. Our Bordeaux was a 2005 Rol Valentin from Saint Emilion, while the California was a 2010 Beringer Knights Valley Reserve Cabernet Sauvignon. Alex spoke of the wines. The Left Bank of Bordeaux is known for being Cabernet Sauvignon heavy, but with the Right Bank you get more Merlot. St. Emilion is a Right Bank, next to Entre Deux Mers (a white wine area). It is 97% Merlot, with Cab Franc and a tiny bit of Cab Sauv making up the final 3%. A classic sample of St Emilion. With age, you get oxidized qualities, a Sherry-esque nose. So you get a soft, lush profile of Merlot. Beringer has a reserve cab here, half way between the Sonoma Coast and Napa County. This is high Mayacamus Mountain fruit with dark, earthy, dried fruit on the front side and peppers with dried herbs on the back-side. It retains a lot of acidity.

I noticed the oxidized quality of the Bordeaux immediately and thought maybe it was going bad, but a new glass from another bottle was the same. Tannic, earthy flavors, it went well with the foie gras. The Beringer was well balanced, still mildly tannin with deep red fruits. Of the two, the Beringer stood up to the food better, but the St. Emilion was more elegant.

Dessert finished our White Theme with a White Chocolate - Jonconde Cake with Passion Fruit and Almond. A very light almond cake was layered with white chocolate mousse and passion fruit sauce over the top and some meringue, super light and simple to finish off the night. All the ridges on the meringue were toasted. Very citrusy sauce with a more neutral mousse, light and delicious. Garnished with colorful orange and purple edible flower leaves with little dots of meringue. The wine was a 2015 Jorge Ordonez Number 1 Seleccion Especial from Spain. Alex told us the wine was 100% Muscat de Alexandria, the oldest, most famous Muscat clone. Light, bright acidity up front, crisper on the finish without the syrupy body of a Sauternes but still sweet to complement the dessert. A lot of tropical

fruits in the wine, with a little creamy vanilla which matches the texture and fruit component of the dessert, but light enough that it won't overwhelm our summer dessert.

Many, many thanks to the Jenny and Nagi Ayoub for lending us their house for this spectacular dinner. Thanks also to co-hosts Suzanne and Bob Kossow and Patti & Steve Hipple for set up, wine selection, pouring the wines ahead of time and the like. Thanks to member Denise Meyers for the table cloths and flower arrangements. Especial thanks to Chef Maides who took off a busy Friday at Au Courant for us, and to Alex Olsen for sharing his wine expertise, and for the rest of the staff, who were very attentive and quite knowledgeable about the courses being served. 🍷





JENNY AYOUB'S RECIPE USING ZA'ATAR



Za'atar, pronounced zah-tar, is a highly aromatic spice mixture from the Middle East. Though the name "za'atar" actually means "thyme" in Arabic, the blend incorporates various spices including oregano, marjoram, toasted sesame seeds, salt, sumac, cumin, coriander and fennel seed. Different areas within the Middle East use different spice mix proportions and thus the taste varies within different countries and even regions. Za'atar has been used as a staple in Arab cuisine from medieval times to the present. It can be purchased locally.

Most commonly, za'atar is mixed with olive oil and smeared over pita bread and is called **manakeesh**. The bread is then dipped in a thick yogurt sauce called **Lebne**. Because of its recent popularity there are many recipes that can be found on the internet that use za'atar as the main spice ingredient. It is excellent when cooking with chicken or fish and adds a pop of flavor to salads.

Here is a recipe compliments of the Lebanese cookbook, *Rose Water & Orange Blossoms* by Maureen Abood.

Photo of Za'atar from Spice Junge, LLC on SpiceJungle.com

ZA'ATAR ROASTED TOMATO CROSTINI WITH LEBNE

- 1 long, narrow baguette
- ¼ Cup extra virgin olive oil
- 2 Tablespoons za'atar
- 1 Teaspoon kosher salt
- Few grinds of black pepper
- 1 Cup Lebne or Greek yogurt
- 1 recipe Za'atar Roasted Tomatoes

To make the crostini, heat oven to 350 degrees F. Thinly slice the baguette into ½ inch slices. Brush both sides of the bread with olive oil, and season them lightly with za'atar. Arrange slices on a sheet pan and bake for 10 minutes, turning as needed.

Place a dollop of well stirred lebne on each crostini. Top the lebne with two or three roasted tomato halves, then dust with more za'atar. Serve immediately.

ZA'ATAR ROASTED TOMATOES

- 1 pint cherry or grape tomatoes
- 2 Tablespoons extra virgin olive oil
- ½ Teaspoon kosher salt
- Freshly ground black pepper to taste
- 2 to 3 Tablespoons za'atar, to taste

Line a heavy sheet pan with parchment paper. Slice tomatoes in half. In a medium bowl, combine the tomatoes with the olive oil, salt and pepper, and stir until they are well coated. Place the tomatoes on the sheet pan cut-side up, and top each with a pinch of za'atar.

Arrange a rack in the center of the oven. Turn the oven on to 275 degrees F, and roast the tomatoes for about 2 to 3 hours, depending on the size of the tomatoes. They are done when they are soft and slightly shriveled. They can be used warm or cooled. 🌱

STEPHEN HIPPLE AWARDED THE ANDRÉ SIMON SILVER MEDAL

Photos by Wayne Markus

Our own Stephen Hipple was awarded the André Simon Silver Medal at the Quebec Great Weekend. Steve has worked tirelessly for The Board of Directors of the Americas of IWFS Americas Inc. Before Steve joined the Board, there was usually only one international event a year, or even every two years. Due to his efforts, this has been greatly expanded, usually at least one Festival a year, as well as two Great Weekends. Every event is thought through down to the smallest detail, and everything is first class. IWFS America Inc. events are all inclusive, meaning transportation once at the hotel, the hotel, and meals with wine are included. This is a tremendous amount of work, requiring potential sites to be examined first before hand for proper hotels and venues. The prequalification expenses are absorbed by Steve as the Society does not pay them. Then there are countless phone calls with vendors and organizers, making a booklet with the schedule of events, and the inevitable last minute switches of wine, menu, venues, transportation and the like. That doesn't include the last minute headaches, like when three buses were ordered but only two show up. Not many people would do this job as it requires so much attention to the tiniest details, but it is because of that attentiveness to detail that these events are for the most part a seamlessly enjoyable experience. If anyone is deserving of the André Simon Silver Medal, it is Steve. Thanks for all your hard work, Steve. We appreciate it! 🍷



**“WITHOUT GASTRONOMES—
WITHOUT PEOPLE WHO KNOW
OR CARE FOR THE BEST—
QUALITY WOULD SOON GO DOWN
TO THE LEVEL OF WHAT PAYS
THE SELLER TO SELL BEST.”**

— André L. Simon



DRESS LIKE IT WAS 1933 FOR THE IWFS 85TH ANNIVERSARY DINNER



Just a reminder to you fashion hounds out there to stretch your imagination and indulge in attire à la 1933 for the November 18th event at Le Bouillon. Jill Panzer has a page devoted to 1933 fashion on her Pinterest site. Search for her name: Jill Panzer. Click on the photo of Jill in front of the Taj Mahal. The board is 1933. We will submit photos of 1933 fashioned members to the International contest for best 85th anniversary event, where we hope to win £500. Here are a few examples to get you to thinking about what you might come up with. Lots of layered, loose material for the ladies, which fashionistas call draping. 🍷

Image Sources:

1930s USA McCalls deco vintage long glamorous evening dress sewing pattern 9919

Gentleman's Gazette—Evening Wear—Tuxedo, White Tie & Lounge Suit

Vintage 1930's 1940's Elegant Lady's House Coat Dressing Gown

1930 evening gown pattern

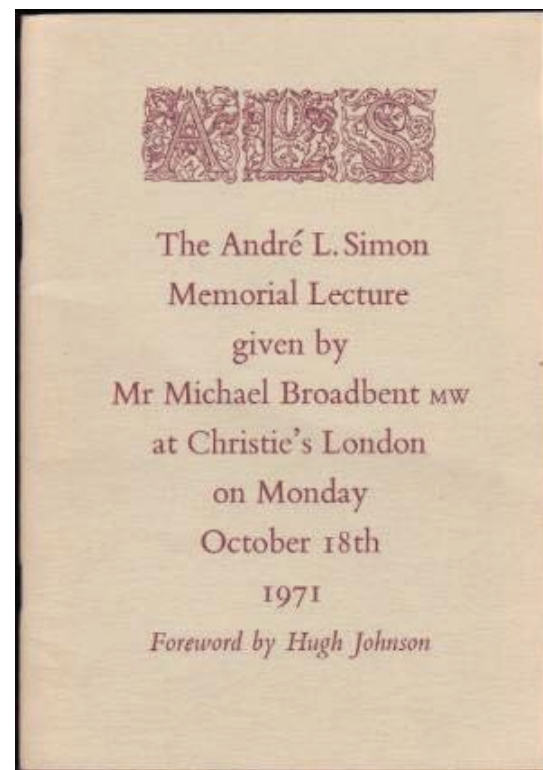
1937 McCalls Pattern

PART
1

THE ANDRÉ L. SIMON MEMORIAL LECTURE GIVEN BY MR. MICHAEL BROADBENT MW AT CHRISTIE'S LONDON ON MONDAY OCTOBER 18TH, 1971



Michael Broadbent



About a year after André Simon died on September 5th, 1970, a tribute was organized for him. This became a tradition for the International Wine and Food Society that continues to this day where each year, a person of distinction in the area of food and wine is asked to deliver a speech on the subject of his choice.

The famous Master of Wine, Michael Broadbent, was asked to deliver the inaugural speech, and he chose to talk about André's life. The venue was the Christie's

auction house where Broadbent worked. Spaced in between his speech were pauses where wine was tasted. Broadbent chose a 1962 Pommery and Greno Avize Champagne, in honor of André's early days working for Pommery, and a 1966 Hugel Riesling "Auslese" Réserve Exceptionnelle from Alsace for this half of the speech. It is interesting that Broadbent used the German term "Auslese" for this French wine. Alsatian wines are not labeled thus nowadays. Perhaps Alsatian was chosen because the Soci-

ety's first food and wine event served an Alsatian wine. It is interesting that the very way we write about wine has now changed since 1971 and before. André often wrote and spoke of wine in a poetic style, of which Broadbent makes mention. The poetic style has long since been abandoned as being too flowery and vague, especially with the ascent of Robert Parker Jr. This is part one of a two part series of a rather long speech.

—Editor

OCTOBER 18, 1971

When, in the early summer of 1971, I was invited—much to my surprise and dismay—to give this Memorial Lecture. I worried, not unnaturally, about the form it should take. A great deal of homework was called for so I invited myself down to Little Hedgecourt to browse and wallow in Simoniana. It soon dawned upon me that I really knew nothing of André Simon's early years and I was amazed at his tremendous activity and influence on the wine trade of the time.

André Simon was born in Paris. He died—still a French citizen—in London last year.

André's life falls neatly into two periods: childhood, adolescence and wine trade career which brings us to 1933; and the Wine and Food Society foundation and work from 1934 onwards.

André was born on the 28th of February, 1877. His father was an artist, his mother a musician. He had five brothers and one sister. Academically he was not bright. He failed his Baccalaureate, indeed every exam, and recalled that his family and teachers had to resign themselves to the fact that the boy was only good for 'le commerce'!

His ambition was to become a journalist. He seemed, happily, to have a natural gift for languages, and came to England in his teens to polish up his English. Here he met—at the ripe age of 17—and fell for the girl whom he earmarked as his future wife: his beloved Edith, with the auburn hair, dimples, enchanting eyes and who—wait for it—spoke French without a trace of an English accent! On 17th October, 1900, seventy-one years ago yesterday, André married Edith in London.

Upon the early death of his father in 1895, a friend, Guy de Polignac, offered to give one of the widow's sons a start in life. The eldest son was already fixed up, so happily André was offered a position with Guy, who had married a daughter of the redoubtable Veuve. He went straight to train in the Pommery and Greno cellars in Reims. A couple of years later Polignac suggested to young Simon that he might go over to London to work for a time with their English agent.

EARLY WINE TRADE CAREER,
AND 'HISTORIES'

We must just picture this self-confident young man, happily married, bursting in on what I imagine was a rather complacent jingoistic London wine trade society. His charm must have matched his precociousness for he immediately made lots of friends in the trade.

In 1903, only one year after his arrival in London, the editor of *The Wine & Spirit Trade Review* commissioned André to write twelve articles on the History of the champagne trade in England. With an indefatigability which was to be his hallmark he went back through all the old back numbers of the *Review*, searched their old records and supplied some fascinating details of the Champagne of the past sold at various times. The articles duly appeared in 1904 and 1905, the proceeds being donated to the Wine & Spirit Trade Benevolent Society.

Having been 'blooded'—if I can mix my metaphors—by the taste of printer's ink, he went on to develop his researches into what became his monumental 'History of the Wine Trade in England'. This was published, at his own expense, in three volumes which appeared in 1906, 1907 and 1909. They were not a commercial success though they clearly added great stature to this young man who was by this time a prosperous director of the Pommery agency.

A Wine Trade Club Education Committee was formed, and André L. Simon found himself the Chairman. Not only that, but from 1908 until the outbreak of the first World War, he was its one and only lecturer! In 1913, again at his own expense, André published his first six lectures in and pamphlet form for the benefit of trade students.

Upon the outbreak of the First World War, André was one of the first to volunteer. He returned to France where his abilities as a linguist put him in good stead. He tells the story of his first interview upon joining up. Asked by the clerk what was his occupation, he replied 'man of letters'—and was promptly given the job of an army postman!

POST-WAR AND
TRADE HONOURS

By-passing this considerable chunk of his life I must pick up the threads where he returned to 'civvy street' and back to running the Pommery and Greno agency. He also returned energetically to trade lectures which he again took on single handed from 1919 to 1921.

THE LATE 1920'S AND THE
SAINTSBURY CLUB

This was a period of prosperity for André. He became sole owner of Pommery & Greno in England; a man of property and substance. Yet he was still bursting with ideas and activity.

It was during this period that a little book was published which had a profound effect on wine writing and attitudes to wine. I refer to 'Notes on a Cellar Book' by Professor George Saintsbury.

At one of André's office luncheons in Mark Lane an idea cropped up. Someone said—apropos a bottle of pre-phyllloxera claret—how they wish Saintsbury had been present. It was thereupon decided to hold a meeting in his honour, but without the Professor's presence as he had very ungraciously declined to attend!

At this meeting, on May 28th, 1931, Maurice Healy proposed a bi-annual tasting club in his memory. The Professor was elected President in Perpetuity and in Absentia. André Simon became the first 'cellarer', and the very first dinner was held at Vintners' Hall, on the Professor's birthday 23rd October, 1931. This exclusive dining club is still going strong.

On 30th November, 1932 Melchior de Polignac told A.L.S. that they were going to withhold supplies of Pommery Champagne and give them to another agency. This was the culmination of difficulties following England's coming off the gold standard. The upshot however was simple and abrupt: On 1st January, 1933, at the comfortable age of 55, André found himself without job, without income. ▶

◀ He was understandably bitter. He wanted nothing more to do with the wine trade and vowed never to sell another drop of wine. Nevertheless, he was soon invited out to Madeira and returned to do some public relations work for the Madeira Wine Association. This, however, did not last long.

From heady success and a substantial income he took stock, looked around, and decided to turn to gastronomy and the appreciation of wine and food.

WINE AND FOOD SOCIETY BEGINNINGS

Really the idea cropped up during a conversation with the then editor of *The Observer*. Soon after the seed was sown André discussed it with A. J. A. Symons, the founder of the First Edition Club and publisher of the *Book Collector's Quarterly*. Between them they created the new Wine and Food Society whose aims were to 'bring together and serve all those who took an intelligent interest in the problems and pleasures of the table.' We can safely say that the birthday of the Wine and Food Society was on 30th October 1933.

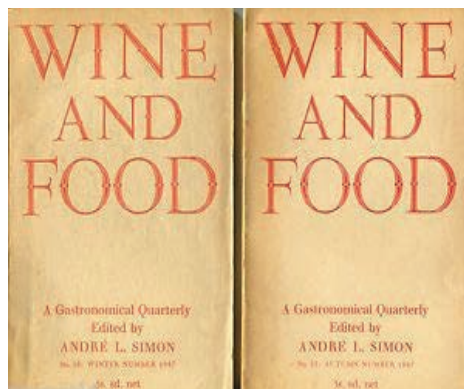
The first meeting of the Society was held at the Café Royal in the following month. It was an Alsatian luncheon. The first wine at this lunch was a four year old Riesling.

MEMORABLE MEALS

It was at the Hind's Head that the first of the reported 'memorable meals' meals took place. At Barry Neame's table was André, André Junior and Ambrose Heath.

When the host, Barry Neame asked André for his first reaction to the wines he answered (and wrote in the journal) that his 'first thoughts evoked memories of Berkshire'. A 1926 Chablis reminded him of the 'grace of the silver willow'; the 1919 Montrachet of the stateliness of the Italian poplar; the 1920 Cheval Blanc 'of the magnificence of the purple beech'; the 1870 Lafite 'of the majesty of the Royal Oak.' But as to the brandy (an 1842 Roullet and Delamain), 'there was no tree with its roots in common clay to be mentioned in the same breath...'

WINE AND FOOD	
EDITED BY ANDRÉ L. SIMON	
No. 1. SPRING NUMBER 1934	
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WINE AND FOOD QUARTERLY

Every society needs its journal. The Wine and Food Society was no exception. It seems that A.L.S. had long had a magazine of this sort in his mind. Indeed I believe the idea preceded that of the Society itself. It is probably true to say that the new Wine and Food Society became the necessary vehicle to carry such a journal. And like many ideas which have been brewing up for a long time, the journal appeared with force

and assurance and in a form which survived, little changed, for about thirty years. It came out in the spring of 1934.

What is so remarkable to me is that the first *Wine and Food Quarterly* makes such good reading today. Clearly, the contributors were of a high order. One of the most distinguished, G. B. Stern, wrote an hilarious account of bad meals. It included one partaken in a Railway Hotel. After a lurid description of the fare, she summed up: 'the trouble with the Railway Hotel was that psychologically speaking it had no burning desire to please.'

Indeed, I should like to remind Members (for we have quite a few in the audience tonight) that the original aims of the Wine and Food Society were:

(i) to raise the standard of cooking in the United Kingdom

(a) for better health and contentment
(b) to improve, for the benefit of visitors 'the deplorable state of country inns' (!) by periodic luncheons and tastings.

(ii) to set up local circles, the chief task of which was to visit hotels and restaurants, and to issue a badge of approval.

(iii) the publication of a Quarterly. Somewhere André wrote 'without gastronomes—without people who know or care for the best—quality would soon go down to the level of what pays the seller to sell best'.

Sources: <https://www.iwfs.org/about/publications/andre-l-simon-lectures>

https://www.google.com/search?hl=en&biw=1024&bih=631&tbm=isch&sa=1&ei=g-Z55W8CjLISg-QbX6bqgDA&q=Little+Hedgecourt+of+andre+simon&coq=Little+Hedgecourt+of+andre+simon&gs_l=img.3...333393.359372.0.363363.18.17.0.1.1.0.81.880.15.15.0...0...1c.1j2.64.img..2.2.85.0..0i24k1.0.gcJGGD-fow4A#imgrc=nqrtZ4acunNOIM:
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<https://abeautifulbook.wordpress.com/category/streets/page/2/>
IWFS Monographs
[https://wikivisually.com/wiki/Andr%C3%A9_Simon_\(wine\)](https://wikivisually.com/wiki/Andr%C3%A9_Simon_(wine)) 🍷

FROM *The* ARCHIVE

A tip o'the hat to Dianne Forristall for digging up this one! This dates back to 2010, the venue was John and Alicia Fischer's home, and BBQ was the theme. Seems that our own Steve Hipple had more red wine on his pants than he actually drunk. John Fischer received a bit of wine shrapnel as well. 🍷

Steve Hipple & John Fischer



Suzanne & Bob Kossow



Diane Forristall, Cordie Fisher, Deb Tritsch

FROM *The* ARCHIVE

INTERNATIONAL WINE & FOOD SOCIETY

Council Bluffs Branch

Join the party and indulge in a fantastic barbecue feast prepared by the award winning team of Leonard and Julie Hawkins, owners of Baby Back BBQ. They have won many awards most notably state championships from both South Dakota and Nebraska. All of the wines score 90 points or better by the Wine Spectator.

Place: *The patio of John and Alicia Fischer:*
12504 V St. Omaha, NE 68137
Phone: Mobile: 321-0328 // Home: 895-4918
Date: July 24th, 2010
Time: 6:30PM
Dress: Casual

MENU

Barbecued Pork Ribs: Flavorful meat that just falls off the bones
Beef Brisket: Juicy, tender, savory meat flavored with our special seasonings
BBQ Pulled Pork: Moist, luscious, and stacked high on a bun
Pecan Smoked Chicken Wings: Smoky, and distinctly flavored succulent meat
Sides: BBQ Peach Beans and Corn Confetti Salad: Both of these selections have received awards.
Dessert

WINES

Starmont Chardonnay 2008: WS 90
Layer Cake Malbec 2008 WS 91
Norton Malbec Reserve 2007 WS 90
Jim Berry, The Lodge Hill Shiraz 2007: WS:90
7 Deadly Zins Old Vines 2007: WS 90

Shiraz, Zinfandel, and Malbec all work wonderfully with Barbecue.
My personal first choice is Malbec.

Cost per each member: \$45.00 // Cost per each guest: \$45.00

Send your check to John Fischer, 12504 V St. Omaha, NE 68137 by July 21.

Your check is your reservation.

Please mail your check so we do not have to collect at the door.



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The mission of the Council Bluffs Branch of the International Wine and Food Society is to develop a profound understanding and appreciation of both wine and the culinary arts and to enjoy this experience in the camaraderie of friends. Our task is to educate our membership about wine and to develop the skill of matching wine with food. We strive to drink high quality wines and to experience an eclectic array of foods prepared by the area's top chefs.

The International Wine & Food Society of London, England

COUNCIL BLUFFS, IOWA BRANCH - EXECUTIVE COMMITTEE

President: Joe Goldstein

Vice President: Jill Goldstein

Treasurer/Membership: Diane Forristall

Secretary: Connie & Gary Martin

Cellar Master: John Fischer & Patti Hipple

Gazette & Photos: Tom Murnan

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The Bluffs Food & Wine

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Editor: **Tom Murnan**
Graphic Designer: **Mady Besch**

KEEP IN TOUCH!

Please notify Club Membership Chairman Diane Forristall at DIANE@FORRISTALL.US to let her know if you are interested in hosting an IWFS event.

To access past Gazettes and other features about our Branch, go to the international website following this link:

www.iwfs.org/americas/council-bluffs

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UPCOMING COUNCIL BLUFFS BRANCH EVENTS

Mark Your Calendars!

NOV.
18



LE BOUILLON

Theme: An 85th Birthday Party
Madeira Sit Down Wine Tasting
featuring a 1932 Verdelho
Producers: Tom & Mary Murnan

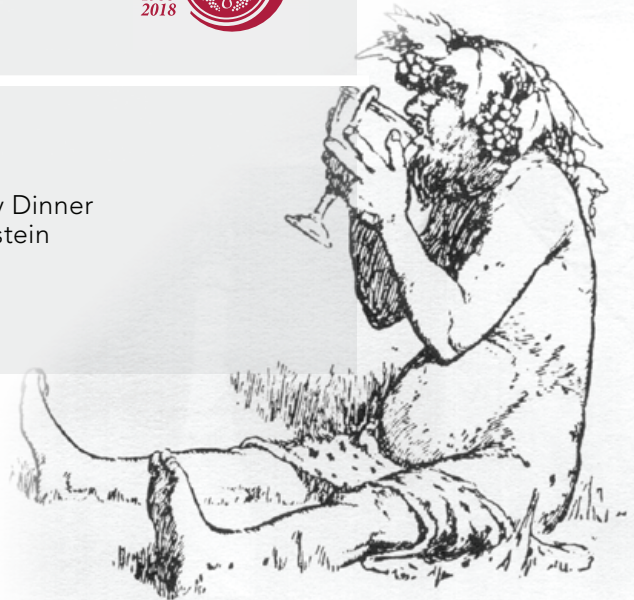


DEC.
09



V. MERTZ

Theme: President's Holiday Dinner
Producers: Joe & Jill Goldstein



HOSTING AN EVENT?

Let us know when, where and a little bit about what's going on! We would love to include YOUR event on the calendar! **Email details to: iwfs.councilbluffs@yahoo.com**