



Aurora Wines and Spirits goes to the Minneapolis Food and Wine Experience

If you have never been to the Minneapolis Food and Wine Experience, put it on your list of must does. This is truly an experience that highlights the wonderful things that are going on in Minnesota's vibrant food and beverage community. It is an opportunity to sample wines from the distributors and wineries. Some of the areas best restaurants offer samples of what they make that are out of this world. There are dozens of workshops and demonstrations that amaze, inspire, and inform. Aurora Wines and Spirits is the only retail liquor store that participated actively. It was a lot of fun having customers and old friends stop by to just say hi. Thank you.

One of the highlights, for those of us who worked the show, was the opportunity to sit down at seminars to taste wines and to chat with the wine makers. We also visited wine makers from Minnesota to sample what they are making. These contacts increase our knowledge of the local wine scene and help us to answer customer questions and to make good decisions about products to add to the store. I know I got some strange looks as I sipped wine, and then spit it out and rinsed my glass, over and over again.

Aurora Wines and Spirits has had the privilege of having owner Michael Farnham be a judge for the wine competition. That tasting is done a week earlier so that judges can taste all the entered wines without having to fight the crowds or cut in line. If you saw a wine with an award ribbon from the Food and Wine Experience, you can be assured that at least one of us had tasted it. That is true of all the wines, beer and spirits in the store. See you there.