

PALM BEACH Society

STOCK UP

AT THE FRENCH WINE MERCHANT
BEFORE WINE PRICES GO UP

Back in October, the U.S. imposed tariffs of 25% on French wine as part of an ongoing trade dispute between Boeing and Airbus.

If you haven't seen any price increases yet, it's because of retailers such as **Maurice Amiel at The French Wine Merchant**. "Monsieur Maurice," as he's known to his devoted clientele, employed a two-pronged strategy to ease the effects of the tariffs on American consumers. He absorbed some of the price increase himself, and he also decided to concentrate on the higher-end French wines his customers prefer.

"We have some of the most affluent wine buyers in the world here in Palm Beach," he observed in a *New York Times* interview last year. "If they love the wine they'll buy it, regardless of price."

As a result, The French Wine Merchant was able to ignore wines such as Beaujolais Nouveau and focus on the exalted growers of Bordeaux and Burgundy so popular in Palm Beach. Now, however, retailers face a far more dangerous threat: the administration is threatening to slap French wine imports with tariffs up to 100%.

"If that happens," says Maurice, "it would be a disaster for everyone. Concerned customers are asking me about it, and I'm giving the best advice I have: stock up for the season now, just in case."

WHO IS MONSIEUR MAURICE?

When Maurice Amiel talks wine, Palm Beach listens. A veteran of three decades in the wine trade he operated highly successful retail stores in Manhattan and Westchester before moving to Palm Beach years ago with the intention of retiring. After surveying the competition, he decided to come out of retirement and opened The French Wine Merchant.

Located in the Paramount Building, The French Wine Merchant is an elegant enclave where customers can listen to the strains of classical music and browse hundreds of distinctive and delicious wines. Maurice's clientele knows that every bottle in the store has been personally tasted and selected by him, and they have come to rely on him as

a wine advisor, whether the occasion is a dinner party for a small group of guests, a large reception or a romantic evening for two. His Friday evening wine tastings, held in the courtyard of the Paramount Building from 6-8pm, have become the official kick off of the weekend in Palm Beach.

A SUPERIOR SELECTION OF MIXED CASES

"I'm suggesting to my customers that they purchase several mixed cases," says Maurice. "That way they have everything they need on hand for a range of entertaining — from formal dinner parties to casual get-togethers with friends. And in spite of the tariffs, everyone receives a 15% discount on a mixed case."

There are hundreds of possible combinations, and your best bet is to let Monsieur Maurice customize a case for you. Here are some examples:

WINES FOR EVERYDAY DRINKING (four of each)

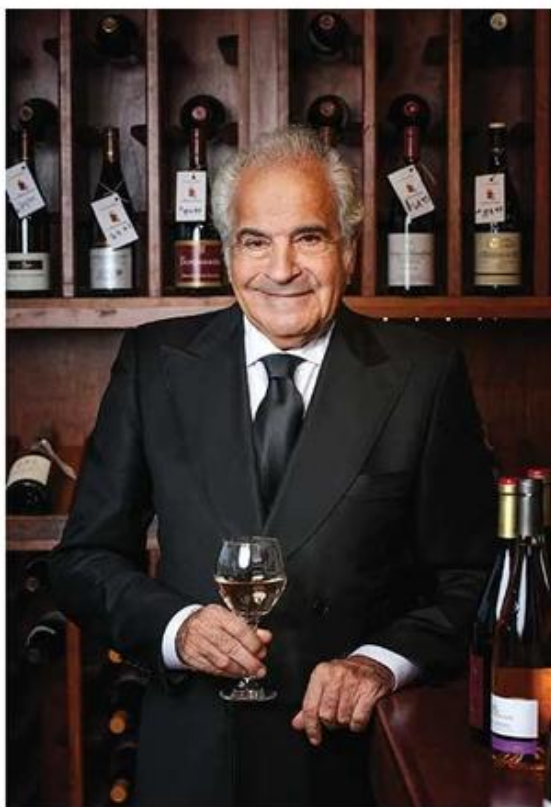
- 2017 Domaine Reverdy Sauvignon Blanc - \$19.95
- 2018 AIX Rosé de Provence - \$25.00
- 2012 Fabre Montmayour Cabernet Sauvignon - \$30.00
- 2012 Dom Lucien Lurton Margaux Grande Reserve - \$40.00

GLORIES OF BURGUNDY (four of each)

- 2015 Domaine Tremblay Chablis 1er Cru Fourchaume - \$39.95
- 2013 Domaine Belleville Puligny Montrachet les Boudrieres - \$89.95
- 2015 Domaine Rene Leclerc Pinot noir du Gevrey Chambertin - \$49.95
- 2016 Château de la Maltroye Santenay 1er Cru - \$59.95

THE BEST OF BORDEAUX (four of each)

- 2012 Château Barde Haut St. Emilion Grand Cru - \$49.95
- 2013 Château Les Ormes de Pez, St. Estephe - \$49.95
- 2013 Château Lalande Borie, St. Julien - \$59.95
- 2011 Goulée du Château Cos d'Estournel St. Estephe - \$65.00



Maurice Amiel

WEEKLY WINE TASTINGS

Having trouble making up your mind? Attend one of The French Wine Merchant's popular Friday evening tastings, the preferred way to kick off the weekend in Palm Beach. From 6-8pm, you'll be treated to six carefully selected wines paired with a curated group of French cheeses. Few things go better than wine and cheese, and Monsieur Maurice is known for sourcing mature, high-quality Camembert, Chèvre, Port Salut, Roquefort, Brie and St. André.

On top of that, there's the relaxed ambience of the Paramount Building courtyard, the excitement of making new friends, and the feeling of family that grows week after week.

Admission is \$40, and guests receive a 30% discount on wines purchased that evening. Best of all, they have a lifetime of knowledge from Monsieur Maurice, who is on hand to answer questions about food and wine pairing, entertaining or anything his customers want to know.

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