The French Wine Merchant

COME JOIN US!

The party isn't the same without you! This Friday, we'll be pouring the following wines:

- **2015 Domaine Tremblay Chablis 1er Cru Fourchaume - $39.95**
- **2018 Domaine Crochet Sancerre - $32.95**
- **2017 Domaine Reverdy Sauvignon Blanc - $19.95**
- **2018 AIX Rosé de Provence - $25.00**
- **2012 Fabre Montmayou Cabernet Sauvignon, Mendoza - $30.00**
- **2012 Domaine Lucien Lurton Margaux Grande Reserve - $40.00**

All six of these small-batch gems will be paired with a French cheese selected by Monsieur Maurice. Remember that purchases the night of the tasting receive a 30% discount. We look forward to seeing you!

Maurice Amiel

WEEKLY WINE TASTINGS

Savvy Palm Beachers know exactly how to begin their weekend: They head for the Paramount Building and the weekly wine tastings conducted by **Maurice Amiel** (aka "Monsieur Maurice") of **The French Wine Merchant**. From 6pm-8pm, in the shade of the courtyard, they're 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. If it isn't Paradise, it's as close as we can get.

On top of the spectacular wine and cheese, 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 to the weekly wine tastings in Palm Beach 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.

WHO IS MONSIEUR MAURICE?

When Maurice Amiel talks wine, Palm Beach listens. "Monsieur Maurice," as he is affectionately known to his customers, is 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. However, he soon realized that no one in the area was selling the type of wine he liked most: food-friendly, affordably priced bottles from the world's greatest wine regions. Maurice 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.

ROSÉ FUN FACTS

Rosé was the first wine created about 7,000 years ago. It is made from red grape varieties, but fermented like a white wine. Rosé isn't meant to be aged — Drink it within a year or two of bottling. When in doubt, choose a rosé from Provence, the source of the highest quality and most consistent wines. According to Julia Child: "Rosé goes with everything!"

CONTACT US!

The French Wine Merchant is located at 139 North County Rd., Palm Beach, in the Paramount Building. More information is available at thefrenchwinemerchant.com.

Join the mailing list for the latest news and bargains at thefrenchwinemerchant@gmail.com.

Got a wine question?

Call Monsieur Maurice at 561.833.7712 or 1.800.WINE.4.YOU. We look forward to staying in touch!