



A \$4,000 Bottle Of Wine In A Red Solo Cup

Domaine de la Romanée-Conti, the most collectable wine in the world, has fetched a price up to \$588,000 per bottle. It can be a once-in-a-lifetime experience for the serious wine connoisseur to drink a single glass.

So when Mark Tarbell opened a bottle for a group of his friends, you can imagine their surprise when he poured it into a red solo cup.

Before you label Mark a neanderthal that shouldn't be allowed anywhere near wine...know that Mark sells 77% of the rare wines in Arizona. His restaurant, Tarbell's, has earned more than 50 City "Best Of" and industry awards, including *Food & Wine* Best Restaurant. Google him, and you'll see a master obsessed with the culinary arts for the past 30+ years.

You will also see a man filled with love for the *truth* behind good food, good wine, and good company...and that truth is simple:

In 10 years, you won't remember the taste on your tongue, or the burn in your throat. You will remember the *experience*. You will cherish the *memory*. No amount of money can buy the moment you didn't capture. So when Mark approached us about his new private wine club, Cha Cha Mouche, featuring wines he hand-made from small vineyards that Mark has visited around the world, it was an immediate Yes for the "Appropriately Pretentious" Readers of our Letter.

Mark's vision for the club is more than exclusive wine delivered to your doorstep every quarter: there will be

events in multiple cities with fellow club members, surprises and gifts, a shopping list of perfect pairings hand-picked by Mark for every wine you get...in short: ***an experience***.

And like our Letter, this will not be a mass market experience. The first cases of 'Sprinkle Joy', a Methode Champenoise Sparkling Picpoul, will be ready to ship in early December. There will only ever be 1200 membership spots in this club. The first 99 members (spot #1 is already taken by a Letter reader) will receive the best membership price and the first delivery.

To be invited into Cha Cha Mouche, email support@v3letter.com with the subject line "Wine" We're looking to have you over for a drink with us and Mark sometime soon in AZ