

50 YEARS GONE

WE REMEMBER JAMES DEAN | C3



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FRESH SHEET

JOB DESCRIPTION



Russell Crowe says working in movies has turned him into a "psychology" — a complicated, psychologically damaged weirdo. "That's

the requirement for my job and it's unfortunate people don't simply understand that and leave me to my padded cell."

PARIS THE THOUGHT

For a couple of weeks there's been a lot of buzz, neither proved nor disproved, saying that Paris Latsis has been under heavy pressure from his family, which controls his money and hates his fiancée, Paris Hilton. But there they were, spotted by *People* mag the other night at a Hollywood diner, all lovey-dovey. And she-Paris says the engagement is still on.

PAPARAZZI

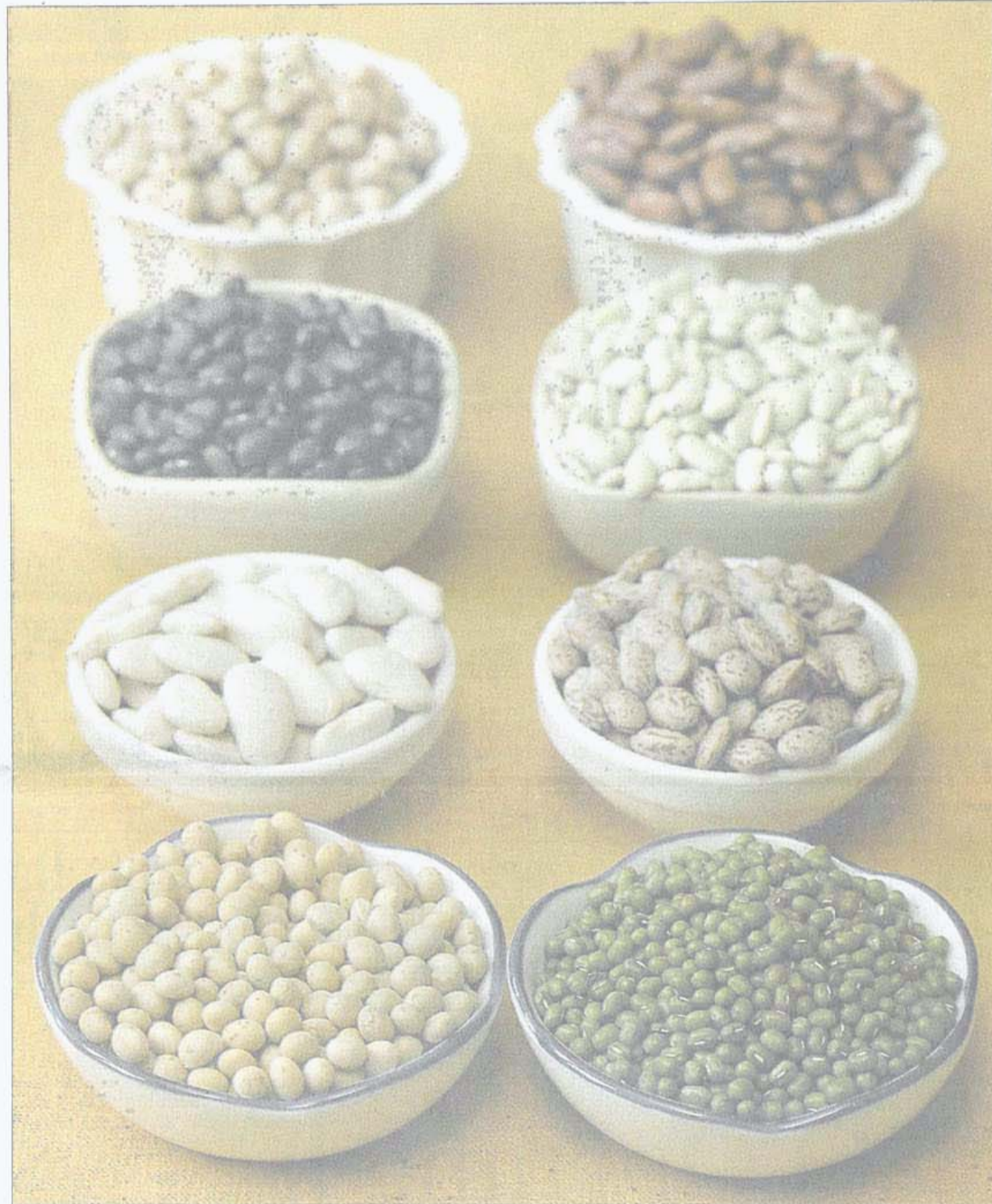


RICHARD DREW/ASSOCIATED PRESS

Gretchen Wilson, who received three nominations for the 39th Annual Country Music Association Awards, performs Tuesday on the NBC-TV Today show concert series in New York's Rockefeller Center.

WESTCOAST LIFE THURSDAY

FILM FESTIVAL: Actors Lisa Ray and John Abraham say working with Deepa Mehta on *Water* gave them new insight into the way movies affect culture.



JOHN MCKAY/VICTORIA TIMES COLONIST

Assorted dried beans (clockwise from top left): Garbanzo, red kidney, flageolet, pinto, mung, soybean, lima and black.

Full of beans

LEGUMES | They have been one of the world's favourite foods for hundreds of years

BY ERIC AKIS

Beans are one of the world's oldest foods — they're cheap, nutritious, widely available, easy to use, delicious to eat and used in just about every cuisine.

Most recipes for dried beans ask you first to soak them in water to soften and rehydrate them, shortening cooking time. There are two main ways to do so.

The long-soak method involves soaking beans in three times their volume of cold water for eight to 12 hours. This is often done the night before you prepare the recipe.

If you forgot to soak the beans and still want to make the recipe, use the quick-soak method. Place your beans in a pot with three times their volume of cold water. Boil three to four minutes, remove from heat and let stand an hour to allow them to soften and rehydrate.

Since you've already started to cook the beans, you may wonder why you shouldn't just carry on. The simple reason for many cooks is that soaking the beans before cooking is something they've always done.

See SOAKING WILL C5

Summerland vineyard has a vintage history

Dirty Laundry Vineyard, formerly Scherzinger, is causing quite a splash

BY JEN MOSS

SPECIAL TO THE VANCOUVER SUN

ENTREPRENEURS | Summerland, 1890. A lone Chinese worker escapes the railway labour camps by jumping off the train along the Kettle Valley line. He heads straight into town, where he wastes no time in starting Summerland's first laundry. A year later, in a fine example of small-business acumen, he also opens the town's first and only bordello.

Guided by this entrepreneurial spirit, Summerland winemakers Ron and Cher Watkins launched Dirty Laundry Vineyard in 2005. Formerly known as Scherzinger Vineyards, the Watkins chose the new name in honour of both the laundry and the bordello. "That's where the dirty part comes in" says Ron.

Dirty Laundry, in particular its Gewürztraminer, has been making quite a splash around town. Chef Rob Feenie and sommelier Neil Ingram of Lumière restaurant (2551 West Broadway) are both big fans of the vineyard. In fact, when Watkins first brought his wines into the restaurant, Ingram liked them so much he immediately recommended Feenie buy all three varieties of the Gewürz.

"They're the only restaurant that's doing a vertical tasting of all three wines — the Threadbare Vines, the Woo Woo Vines, and the Madam's Vines" Watkins said.

German wines are traditionally associated with residual sugar. "It's the same as rose wine," Ingram said. "Everyone's had the college experience where they drank too much Blue Nun or

See **LIKE GOING OUT** C4

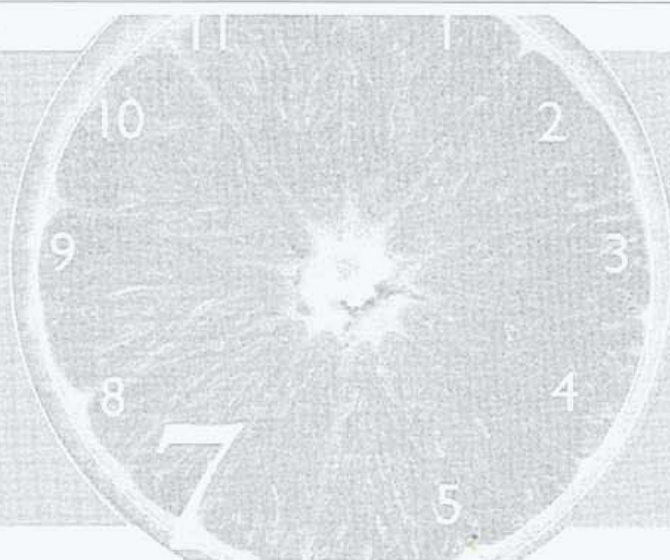


STUART DAVIS/VANCOUVER SUN

Chef Rob Feenie of Lumière samples a glass of Dirty Laundry Gewürztraminer.

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STUART DAVIS/VANCOUVER SUN

Somelier Neil Ingram of Lumiere with three bottles of Dirty Laundry Gewurztraminer.

'Like going out with triplets'

From C1

Black Tower or something. And they've woken up with a raging sugar-induced hangover, and sworn then and there 'I am never going to drink German wine again.' But although Dirty Laundry's gewurztraminers range from very dry to quite sweet, "they never dissolve into cloying" says Ingram. "If these wines were women, the Threadbare would be Katharine Hepburn. It's a beautiful dry, etched flavour, with a gorgeous scent that reminds me of rose petals, lychees, and pink grapefruit."

Carrying the metaphor of wine-as-woman further, Ingram describes the medium sweet Woo Woo as "Lauren Bacall... it's a little more voluptuous. Juicier, more ripe, with melony notes to it."

And as for Madam's Vines, the sweetest of the three? "Mae West, for sure," says Ingram, "but because of the inherent acidity in the wine I'd say she's wearing a corset. This wine is positively unctuous. It's promiscuous in its charms — like walking into a bakery where they're baking something wonderful and custardy." Ingram adds that this last wine is delicious with a nice, pungent cheese "like Munster, for example."

In the midst of filming a special for the Food Network, Rob Feenie breezes into Lumière between takes to join Ingram for a quick chat about Dirty Laundry wine. "Ah, that's so good," he enthuses, sampling a glass of the Woo Woo. "I think we admit that this is probably one of the nicest wines we've had from up there. Neil and I, actually a lot of us here, are big fans of Germanic and Alsatian varietals, and we like them 'cause they're great food wines."

For instance, according to Ingram, the mélange of fruity overtones and acidic backbone make good German wines a nice complement to a lot of rich, complex Asian flavours. "At the same time, the drier gewurztraminers are great with meat dishes, like charcuterie."

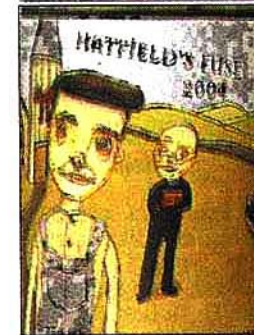
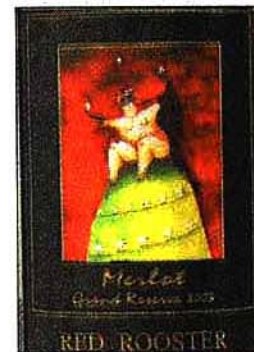
When asked what he would serve with the wine, Feenie says, "I just had some chicken and sauerkraut on mashed potatoes. The sauerkraut we use here has a bit of riesling in it, so having a mouthful of that and a mouthful of this wine, it's a perfect balance."

So what is the secret to Dirty Laundry's success? Like anything, it's part quality product and part marketing savvy. Ron Watkins is the first to admit that the vineyard's name change was largely motivated by a need to "get people

to pick our wine up off the shelf." He adds, "We've always had great wines, award-winning wines, but people weren't picking up the bottles with the old German name. And once they pick up your bottle up, there's, like, a 75-per-cent chance that they'll buy it."

Wineries, on the whole, seem to be getting more in tune with the new consumer. Browsing the local liquor store, people now have the choice of wines with names like Fat Bastard, Blasted Church, and so forth. No need to squint at the Italian — buy something with hip, Gen-X lettering and away you go. Incidentally, the Dirty Laundry label features an old-fashioned iron surrounded by delicate scrolls of steam resembling both grape vines and naked women. Quite lovely, if you're into that sort of thing.

Since the Watkins took over the vineyard in 2000, they have doubled production and steadily increased sales each year. But this year's new name is really generating interest, and as Ron Watkins says, "It gets people up the road to the winery, since we're not on the main highway." Neil Ingram loves the new name, "because it's related to where the wine comes from. We can't all afford to travel, so there needs to be a real connection between the



What's in a wine name?

To get noticed in a crowded marketplace, the hot marketing trend for wineries is coming up with ever more memorable names.

One of the latest new style names is Naramata's **Laughing Stock Vineyards** owned by David and Cynthia Enns. The name was developed with Vancouver marketing consultant Bernie Hadley-Beaugard in part as a play on the couple's own background as research consultants for the financial industry.

As well, it also came from David's first attempts at being a vintner in the garage of the couple's home in White Rock.

"He always wanted to make sure he made good wine so that he wouldn't be the laughing stock of the neighbourhood," Cynthia said by phone.

They're carrying through the financial theme in their marketing: the Laughing Stock name has been reduced to LFNG as in a ticker tape on the label.

Laughing Stock released 800 cases of Portfolio, a blend of merlot, caber-

net sauvignon and cabernet franc, on Sept. 10 at \$35 a bottle. With 720 cases sold in a few weeks, it looks as if the Enns will be laughing all the way to the bank.

Enns said bold new names for wines may help you get noticed but what will keep customers coming back is the quality of the product.

One of the most dramatic re-brandings for a winery occurred this year when Scherzinger Vineyards in Sumnerland changed to **Dirty Laundry**

Vineyards — with dramatically successful results.

Other wineries in B.C. that are part of the trend are **Blasted Church Vineyards**, **Elephant Island Orchard Wines**, **Nk'Mip Cellars**, **Red Rooster Winery** and **Therapy Vineyard**

and **Guest House**.

Earlier this year, New Zealand's Kim Crawford Winery introduced to the Australian market a new wine called **Pansy!** Described as the "world's first gay wine" in the Melbourne newspaper *The Age*, the wine is sold in a hot pink label.

— Kevin Griffin, Vancouver Sun



wine and the place."

But the real secret of Dirty Laundry's success may belong to a stubborn man by the name of Edgar Scherzinger. The original owner of the vineyard, Scherzinger planted the vines that the Watkins family now uses to make their popular gewurztraminers. He ignored the Sumnerland agricultural research station, who back in the 70s was advising against planting European varietals, claiming they wouldn't survive the B.C. Inter-

or winters.

"They advised people to rip them out and plant hybrid strains. That, incidentally, was what got our wine industry off to such a terrible start, because you couldn't make wine out of the hybrids," Watkins says.

Luckily, Scherzinger didn't listen and he planted vinifera grapes for gewurztraminer.

"So now," says Watkins with obvious pride, "here we have some of the oldest vines in the [Okanagan] valley, which is why

I get the flavours I do."

Meanwhile, for Feenie and Ingram at Lumière, being the only restaurant in town featuring all three of these luscious, local, fruit-forward gewurztraminers is a real treat.

Ingram pipes up, "In fact, when Rob first tried all three of them he said it was 'like going out with triplets.'"

For prices and availability, see *Dirty Laundry Vineyard's new website: www.dirtylaundry.ca*

Jen Moss is a Vancouver freelancer.