

# The Palea Poli Post

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## OENOTOURISM COMES OF AGE

It was in the mid 90s when a different approach in the tourism industry began. Usually, a keen amateur wine lover, ever put it that way, dragged his family from one place to another. As far as they knew, they were just going camping in various parts of France, Italy, or Spain. It was only years later, as they have realized how many of the campsites they have picked – from Burgundy to Tuscany – just happened to be in some of Europe’s most famous wine places. However, wine tourism in Europe in the 1990s didn’t amount too much. For many producers, especially in France, members of the public were about as welcome as a tax inspector. Yet, wine tourism is no longer the ramshackle affair it was. All over the world, wine companies have realized there’s money to be made and, equally importantly, valuable PR to be communicated to attract visitors in increasingly slick and varied ways. Naoussa could not but assimilate the Central European mentality of wine tourism. Although somewhat belatedly, the winemakers of Xinomavro opened their doors to visitors and year after year the word of mouth for this noble variety of wine, but also for the magical wine trail of the region, has grown rapidly in the mind of the world. The wine route of Naoussa winds through the Imathia area and the eastern slopes of Mount Vermio, where the vineyards produce the famed PDO Naoussa and PGI Imathia red wines. The relationship between Xinomavro grapes and Naoussa is one of the most enduring with regard to Greek red wines. In this magnificent natural landscape, the focus of the route is the charming town of Naoussa, which ultimately has all the rights to be called “the town of wine”



### LETTER FROM THE EDITOR

#### Stay small, stay safe

With travel as one of the pandemic’s hardest-hit industries, independently owned hotels have had a rough-few-months. Now that travellers around the world are slowly taking their first post-lockdown trips again, the things we once took for granted during a hotel stay (like twice-daily housekeeping and long restaurant menus) have become much harder to keep up, due to new safety regulations and tighter budgets. However, after the Covid effect took place, boutique hotels have merged over every other accommodation option in the mindset of tourist. True to their size it becomes safer to book. In comparison to larger hotel chains, boutique hotels usually have a smaller capacity of rooms. The main objective is to provide you with high quality, personalised service and ultimately with better corresponding to the increased hygienic needs. Furthermore, the personal attention is a huge asset for both hotels and their guests, especially for people who have additional needs - you will definitely be given much more attention and tailor-made solutions!



### GUEST EDITOR

Barolo and Naoussa are almost twins separated at birth. Although they are being produced from two completely different great varieties, Nebbiolo and Xinomavro respectively, the styles of wines are quite alike. Both wines are pale in colour, in a world where most people prefer to drink black rather than red wines. Both appellations are not producing wines that are fruit bombs but rely mostly on floral, vegetal, spicy aromas. The wines are dry, quite acidic, tannic and full of life. Naoussa and Barolo can attain very high levels of quality, while they need quite a few years to reach their best and stay there for many decades. These wines are definitely not Crowd Pleasers but they show a degree of sophistication that attracts people that do appreciate what a fine wine is all about.

The most important difference however is that the wines of Naoussa are far lower in price than those from Barolo. While €40 a bottle seems like a starting price for an every level Barolo, most of top notch Naoussas are far below this mark. For Naoussa wine producers, this is the price you have to pay when you are one of the most exciting hidden gems in the world of wine. So, buy more Naoussa. Drink more Naoussa. But don't talk to anyone...

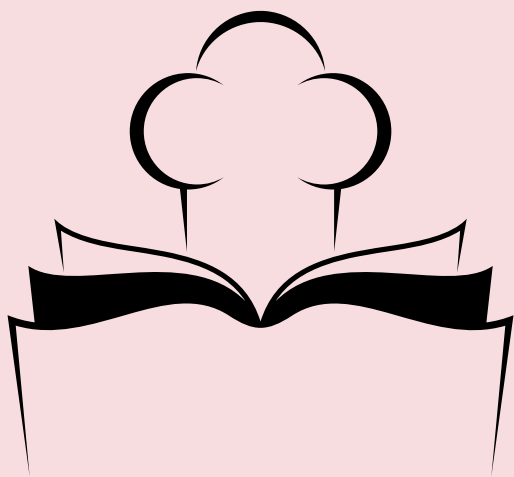
-- Konstantinos Lazarakis MW wspanc.gr



## LET'S EAT

We farewell our summer menu with a favourite. An all time classic calamari, twisted with sun dried tomato pesto & shoestring potatoes with burnt butter

- 300g good quality calamari
- a shot of ouzo
- 150g sun-dried tomatoes
- 50g peanuts (unsalted, dry roasted)
- 3 cloves garlic rosemary leaves
- a pinch of salt
- cracked black pepper
- crushed red pepper flakes
- extra virgin olive oil
- 400g potatoes
- 50g unsalted butter



## METHOD

For the pesto place all ingredients in the bowl of a food processor and process until all ingredients are finely chopped. Stop the food processor and scrape the sides of the bowl once or twice. Chop the calamari. Place some olive oil on a pan over medium-high heat. Put the calamari and let it cook until brown. Try to squeeze it by placing a lid over the pan to drain the extra water. We do not want that moist. Pour the ouzo and let it vaporize. When cooked remove and put it on a bowl. Place one spoon of the pesto on the bowl and mix. For the shoestring potatoes, peel and julienne potatoes, then wash off any excess starch and pat dry. Place the potatoes in a deep pot with hot oil. Fry until they are brown and crispy. For the burnt butter (Beurre Noisette), melt butter in a pot over medium heat. Mix continuously with a wooden spoon to avoid the butter from splattering all over your stove. Swirl the pan occasionally to allow the butter to cook evenly. Foam: Once the foam begins to settle down, let it cook a little more (about a minute) until it turns into a rich golden brown colour. As soon as you smell that deliciously irresistible nutty aroma coming out of that pan, pour the brown butter hot over those potatoes and get them sizzling. Place the potatoes on the bottom, then add the calamari above and serve!!!

## SEPTEMBER IN NAOUSA BE LIKE...

### TICK BOX

- CHEESE
- WINE
- ALL IS FINE



### QUOTE OF THE MONTH

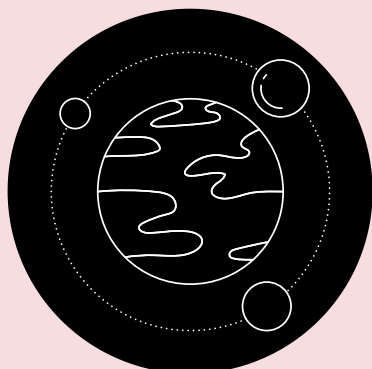
“ There is no beauty without some strangeness ”  
Edgar Allan Poe

### MOVIE OF THE MONTH

Tenet

ok, maybe movie of the year...or movie of the decade....or movie of pfffff!!!! just watch what Christopher Nolan did!!!!

## ASTROLOGY



### Your zodiac sign depending on your zodiac sign

- **Aries:** You are classic Aries
- **Taurus:** You are a typical Taurus
- **Gemini:** You are classic Gemini
- **Cancer:** You are a classic Cancer
- **Leo:** What a good Lion you are
- **Virgo:** You are a typical Virgo
- **Libra:** Pfff classic Libra
- **Scorpio:** How much Scorpio my friend
- **Sagittarius:** You are a Sagittarius and you know it
- **Capricorn:** A classic case of Capricorn
- **Aquarius:** The definition of Aquarius my lady
- **Pisces:** Pisces of course

## ON THIS DAY

### 1' September

1939 - Germany invades Poland. The beginning of WW2

### 2' September

1945 - WW2 officially ends with the surrender of Japan. A ceremony takes place aboard the warship "Missouri" off the coast of Japan

### 3' September

1974 - Andreas Papandreou founded (PASOK). Just admit it, you have to know that.

### 11' September

2001 - The United States have received multiple terrorist air strikes. Civil aircraft fall on the Twin Towers of the World Trade Center, the Pentagon and a desert area of Pittsburgh.

### 12' September

490 BC - Greeks and Persians clash in Marathon. The Persians, under Datis and Artabanus, leave 6,500 dead on the battlefield, while the losses from the Greek side are only 192

### 15' September

1928 - Alexander Fleming discovers penicillin

### 24' September

622 - Hijra is completed. That is, the relocation of the Prophet Muhammad from Mecca to Medina, on the occasion of the denunciation of his ideas by his fellow-citizens, according to "no prophet in one place". This year is the 1st year of the Muslim calendar.



### "Gia mas"

Drinking to one's health" came from the Greeks. The host of any dinner would take the first sip of wine to assure his guests that the wine was not poisoned. Seems like a fun crowd

DID YOU  
KNOW?