

The Mollydooker Shake

Is it the newest dance move? Nope, but it is the best way to prepare our wines before you drink them.

How to do the Mollydooker Shake

1. Open and pour about half a glass out of the bottle (till the wine is mid-shoulder)
2. Put the cap back on (or Cork in the Velvet Glove) and then invert and shake the bottle -- we do it vigorously.
3. Remove the cap to let the pressure out of the bottle and then repeat step 2 again.
4. You will see a very fine bubble mousse develop on the top of the wine. As soon as the mousse has dissipated, the wine is ready to drink.

(And no, you shouldn't do the Mollydooker Shake on Goosebumps, unless of course you like being covered in delicious red wine!)

How does it work?

We bottle our wines with a little extra inert nitrogen gas as a natural preservative to protect the wine from oxidation. The extra nitrogen also means we can use fewer sulfites.

Because the nitrogen is a preservative, it tends to suspend or flatten the flavor of the wine. If you think about the flavor of wine as a round ball, you can envision the presence of nitrogen affecting the ball by flattening the back side of the ball. By doing the Mollydooker Shake, you release the nitrogen gas and allow the flavor ball to become round again, allowing the wine to show its full flavor profile.

So if you don't do the Mollydooker shake to release the nitrogen gas, you're actually drinking our wine before its time!

So have fun doing the Mollydooker shake! Shake hard, right before you're ready to enjoy, and your Mollydookers will be ready to drink every time.

How important is it?

On July 16th we were scheduled to meet with Jay Miller at the Wine Advocate.

Since we wanted to be sure our wines showed their best, we took a day to taste through the lineup, and conducted a test to see what the best way would be to prepare the wines.

Before the tasting we tested three different samples of our wines, using the

standard methods of wine preparation. We opened the first set of wines two days prior to “let them breathe”. For the second set we opened them the day of and decanted for a few hours. For the third set, we simply gave them a good Mollydooker Shake.

Guess which wines showed their fullest flavor profile? You guessed it! So we arrived at the Wine Advocate office and did the Mollydooker Shake on all of the wines 10 minutes before our tasting started and the wines all tasted exactly how Sarah and I had imagined they would when we were making them!