



# PinotFile

The First Wine Newsletter Exclusively Devoted to Pinotphiles

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No Scores, Just  
Great Pinot  
Noirs

## Big Shake-Up at the PinotFile

Rusty Gaffney, the Prince of Pinot, widely regarded as the most powerful Pinot Noir wine critic, announced today that he has sold his 11-year-old newsletter, the **PinotFile**, to a group of French investors, *Bureau des Audacieux le Fruit Expédient des Vins de Bourgogne* for \$15 million. The Burgundians, threatened by the current high quality and popularity of California and Oregon Pinot Noir, realize they are fast losing market share to gregarious and immediately gratifying Pinot Noir. Alarmed by the many laudatory reviews of North American Pinot Noir in the **PinotFile**, the buyers hope to downgrade that hype and limit the visibility of the Pinot Geek. The name, **PinotFile**, will be changed to PinotQueue



Rusty will be required to relinquish his title, "Prince of Pinot," the moniker will be retired and replaced by "*Dieu de Pinot*," or "God of Pinot," an entitlement the new editor will assume. "God of Pinot" emphasizes that the French rule over Pinot Noir, excuse me, Burgundy (they don't make Pinot Noir in France). Although the new tagline lacks the alliteration of "Prince of Pinot," the new title emphasizes that the French created Pinot Noir, or rather, *Bourgogne magique*.

A mention by the Prince of a wine in the **PinotFile** can make a winemaker's reputation and fortune. He has almost single-handedly created markets for Pinot Noir that were under the radar, ignored, or had failed to garner adequate exposure due to very tiny production. More than four out of five **PinotFile** subscribers are hard-core American pinotphiles, and the new investors hope to slowly integrate French Burgundies into the publication and sublimely wean these pinotphiles away from North American Pinot Noir.

The Prince's well-known image will be replaced by the Fleur de Lys which is already in use by American people of French heritage and highly recognizable.



Rusty Gaffney has a 7-year non compete agreement which specifies that he must only drink and review Zinfandel, since that varietal poses no threat to the French.