

# The Wine Specialist

# BREWERS DIRECT

HURRY IN! | SALE RUNS TODAY THRU SAT FEB 1

JAN 2014



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**CALL FOR HOURS OF OPERATION**

1400A Sargent Ave  
T: (204) 775-9234

1117 St. Mary's Road  
T: (204) 253-5666

2-1514 Regent Ave  
T: (204) 661-6150

2-817 Rosser Ave (Brandon)  
T: (204) 571-6780

Styles and quantities may be limited. No rainchecks.



ADVINTAGE

## Moments

Create your own wine moments with our special varietal and world-class blends sourced from grapes harvested around the world. Moments is produced from selected mature vines of 12 – 15 years of age and utilizes lower brix concentrates to protect the delicate varietal characteristics of the raw materials. Made for the consumer who demands premium quality (8.1 litre / 10.5 kg) in a timely (4 weeks) kit format, Moments promises a joyful experience that should be shared with family and friends.

**WHITES:** Chalizette, Chardonnay (Australian), Chardonnay (California), Gewurztraminer, Liebfraumilch, L'Or Blanc, Pinot Blanc, Pinot Grigio, Piesporter, Sauvignon Blanc, Verdicchio, White Zinfandel Blush

**REDS:** Barolo, Chianti, Cabernet Sauvignon, Cabernet Shiraz (Australian), Lambrusco, Merlot (Chilean), Merlot (European), Montepulciano, Pinot Nero (Australian), Pinot Noir, Red Zinfandel, Shiraz (Australian), Shiraz Blush (Chilean), Valpolicella, VVDCR

**SALE PRICE**  
**47<sup>00</sup>**

COMPARE AT  
**59<sup>99</sup>**



## Wine Tips

# Degassing your wine is critical!

Degassing your wine properly is a very important step in wine making. We all know that it is yeast that causes wine to ferment, but how does this happen? Yeast needs two things to survive; oxygen and sugar. (Sugar is naturally present in all grape juice and grape juice concentrates). Providing these two items are present, your yeast will go to work transforming the natural sugars in your grape must into alcohol. During this process one of the by-products is carbon dioxide (CO<sub>2</sub>, also commonly know as "gas"). If you do not properly "degas" your wine before bottling you will end up with a carbonated wine, which will most definitely be unpleasant to drink. Before degassing your wine you must first wait until the fermentation is **completely finished**. Do this by taking a specific gravity (SG) reading. Your wine should finish at a reading of between .996 and .990. When this range is reached and the SG remains unchanged for 2-3 days the fermentation is complete. At this point, our instructions recommend that you transfer the wine into a primary fermenter. The reason for this is to make degassing easier. If you prefer to transfer directly to another carboy, feel free to do so. Because every batch of wine is unique, the amount of CO<sub>2</sub> in every batch you make will be different. For this reason, the time it takes to degas will vary. Sometimes, you will degas in a couple of hours or occasionally it could take as long as three days. Proceed by vigorously stirring your wine for 2-3 minutes. Notice that the wine foams up and bubbles. Allow it to settle and repeat as many times as is needed to release all the CO<sub>2</sub>. When all the CO<sub>2</sub> is released, the wine will still bubble a little from the agitation but, it will be considerably less and there will be no foaming up.

**IMPORTANT:** when degassing is completed, immediately go to the next step in your instructions. It is at this point that your wine becomes very susceptible to oxidization, therefore do not leave it sitting in the primary or even in a carboy with any air space. Add your stabilizers (#2 pack) and clarifiers as instructed, then top up right away. (If you were degassing in a primary you must first transfer to a carboy).

**NOTE:** To make the process easier, you can buy a tool called a Wine Degasser.



## Red hot deal!

Clearly the best deal on all points, Diamanti Red Porto is a pure juice wine kit in a 23 L pail which produces 60 x 375 ml bottles. Don't miss this diamond opportunity to try this classic kit.

**SALE PRICE**  
**109<sup>99</sup>**  
 REG PRICE  
 129<sup>99</sup>



Make something beautiful!

*Bellissima* means "beautiful". Light and refreshing, this 6.2 litre fruit wine kit makes 30 x 750 ml bottles at about 9.5%alc. (Awesome for homemade wine coolers!)

**STYLES AVAILABLE:** Blackberry Red Zinfandel, Black Cherry Cabernet Sauvignon / Merlot, Blueberry Shiraz, Coconut Frascati, Green Apple Pinot Bianco, Peach Sauvignon Blanc, Pink Grapefruit Pinot Gris, Raspberry Pinot Nero, Strawberry White Merlot, Tropical Riesling, Wildberry Chianti.

**NOW ONLY** ~~59<sup>99</sup>~~ **45<sup>00</sup>** | REG PRICE

FOR ADDITIONAL SALE ITEMS, VISIT [WWW.BREWERSDIRECT.COM](http://WWW.BREWERSDIRECT.COM)

# Wyeast Beer Yeast



**NOW IN STOCK**

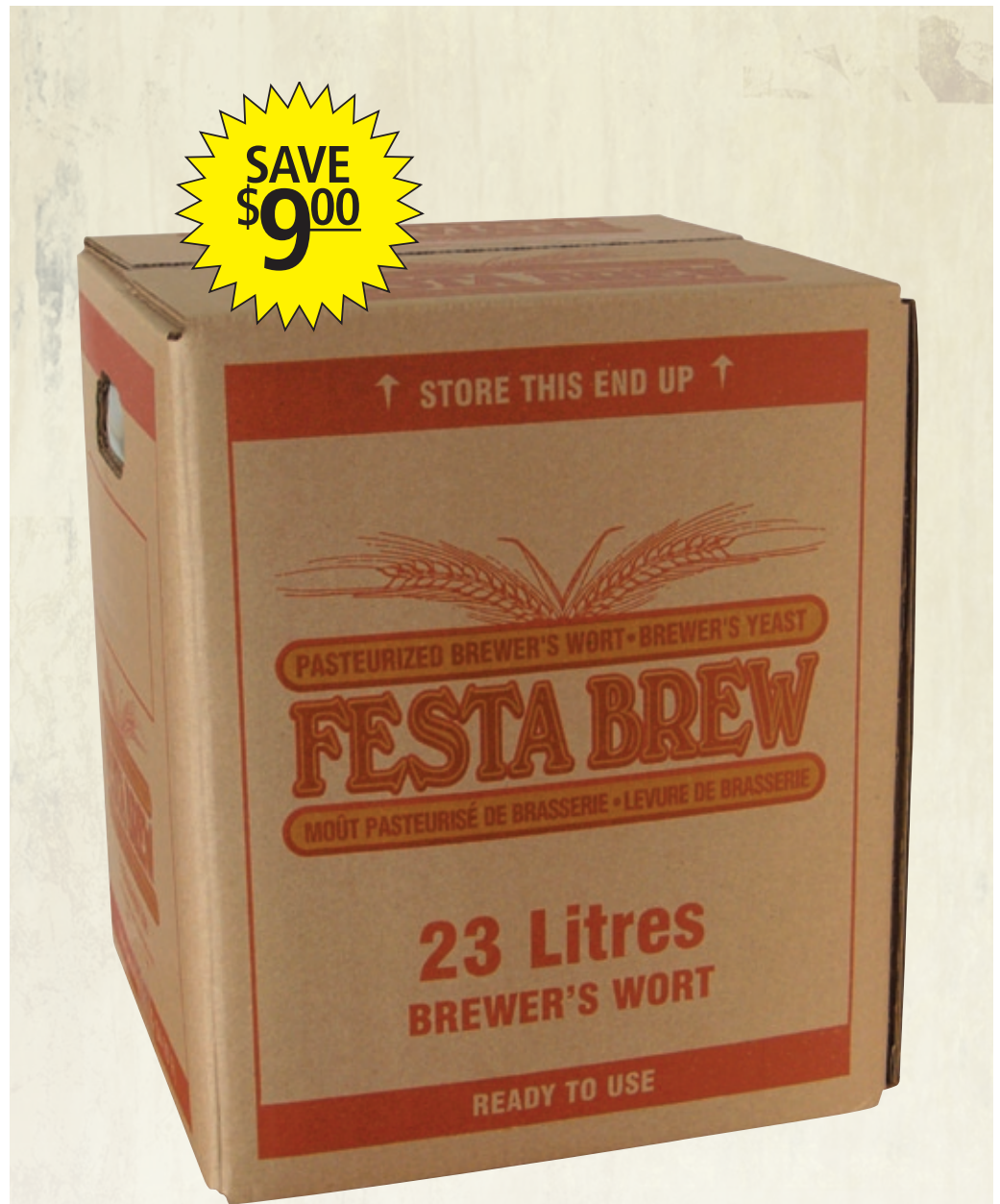
Liquid yeast is the choice for more advanced home brewers. Yeast strains available in liquid form number in the hundreds and style specific strains allow for a much more authentic brew to be made. Due to the wide choice of yeast strains it allows you to brew a beer with the specific strain that is traditionally used.

**STYLES ON SALE:** All-American Ale, American Ale, Bavarian Wheat, Belgian Ale, Belgian Wheat, British Ale, California Lager, Czech Pilsner, Danish Lager, German Wheat, Irish Ale, Munich Lager, Pilsner-Lager, Weihenstephan Wheat

**MORE STYLES AVAILABLE**

**OUR PRICE**  
**8<sup>99</sup>**

**SAVE \$9<sup>00</sup>**



## Festa Brew Beer Kits

100% premium quality all grain wort. No water or sugars to add.

Limit: 4 at sale price.

**STYLES ON SALE:**

Blonde Lager, Brown Ale, Bock, Continental Pilsner, Cream Ale, Double Oatmeal Stout, Pale Ale, Red Ale, Wheat Beer

**SALE PRICE**  
**35<sup>99</sup>** | **REGULAR PRICE**  
**44<sup>99</sup>**



# Festa Juice Red

Pure juice in a sterilized 23 l pail, Festa juices are prepared utilizing only top quality grapes, which are de-stemmed and pressed using modern, state-of-the-art technology, then centrifuged and/or filtered to yield an excellent juice with less than 1% sediment. Festa juices can be taken home and converted into fine quality wines with no fuss! Produces 33 x 750 ml bottles.

**STYLES ON SALE:**  
Cabernet Sauvignon, Malbec, Merlot, Pinot Noir, Shiraz, Spanish Bierzo, Tempranillo, Zinfandel

**SALE PRICE** 69<sup>99</sup> | **REGULAR PRICE** 107<sup>99</sup>



FIOR D'UVA

# Crushed Grape Pack

Obtained from selected grapes, harvested at the optimum stage of maturity and immediately soft pressed, this package contains whole crushed grapes including juices, skins and seeds or other solids.

Adding FIOR D'UVA crushed grape pack to your juice and leaving it in contact for a period of time, evoking the maceration process of a traditional winery, will enhance the flavor of your finished wine. It will also add palate weight and contribute to increase the levels of anthocyanins and total polyphenols.

2.5 kg package

# Isn't it time your wine buddy had his own equipment?

## Starter Kit for Wine or Beer

Includes 28L plastic primary pail with lid, 23L plastic carboy (glass carboy option \$7 extra), wine spoon, hydrometer, test jar, airlock, syphon assembly, metabisulphite, instructional CD (contains starter handbook, movies, & other winemaking and beermaking resources).

NOW ONLY **\$59<sup>99</sup>** | REGULAR PRICE **\$89<sup>99</sup>**

SAVE **\$30<sup>00</sup>**

SAVE AN ADDITIONAL **\$30<sup>00</sup>**



## Add a Wine or Beer Kit

Add your choice of Moments or Reflexion Wine Kits or a Festa Brew Beer Kit. (Instant manufacturers' rebates are applied.)

NOW ONLY **\$99<sup>99</sup>** | REGULAR PRICE **\$159<sup>99</sup>**



## Carboy with Spigot

SAVE \$10<sup>00</sup>

SALE PRICE **29<sup>99</sup>**  
REGULAR PRICE **39<sup>99</sup>**



## Pail with Spigot

SAVE \$10<sup>00</sup>

SALE PRICE **19<sup>99</sup>**  
REGULAR PRICE **29<sup>99</sup>**



SAVE TIME

## Screw Top Wine Bottles

- Easy bottling
- No corking
- Store your bottles upright – no more dried up corks
- Clear and green available

OUR BEST REGULAR PRICE EVER  
**16<sup>99</sup>** 1 CASE OR  
**29<sup>99</sup>** FOR 2 CASES

## Wine On Tap Box Dispenser

Whether kept in the cupboard or fridge, this handy dispenser will save you time. Less tedious than bottling and uncorking wine you're just going to drink right away! Bladder included.

OUR PRICE **21<sup>99</sup>** COMPARE AT **29<sup>99</sup>**



SAVE \$8<sup>00</sup>

# Italian Food Market

DIRECT FROM ITALY AND CERTIFIED DOP  
AVAILABLE AT SARGENT STORE ONLY



**OLIA D'OURO  
Olive Oil**  
750ml, Extra Virgin  
First Cold Press

2 FOR **15<sup>00</sup>** | REG PRICE **10<sup>99</sup>**



**Balsamic  
Glaze**

Natural, BBQ,  
Garlic, Hot, Cherry,  
Onion, Mustard,  
Raspberry

OUR PRICE **7<sup>99</sup>** | REG PRICE **10<sup>99</sup>**



**Italian  
Balsamic  
Vinegar**

500 ML | REG PRICE **10<sup>99</sup>**  
**7<sup>50</sup>**



**Italian  
Coffee  
Beans**

SALE PRICE **11<sup>50</sup>** | REG PRICE **14<sup>99</sup>**

## Enter to win dinner for 2 with David Rocco

Canadian actor and producer David Rocco is a well known food celebrity, most famous for producing and hosting the television series *David Rocco's Dolce Vita*. Rocco learned to cook growing up in an Italian family in Toronto and claims, "I'm not a chef, I'm Italian!"



**Package Value: \$300**

Enter to win at [www.brewersdirect.com](http://www.brewersdirect.com)

The Wine Specialist  
**BREWERS DIRECT**  
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**THE SMART  
SHOPPER**

Do the math!

When you add up the savings the answer is always Brewers Direct for your best deal based on price and quality!