

# The Wine Specialist **BREWERS DIRECT**

**HURRY IN!** | SALE RUNS TODAY THRU SAT FEB 2

**JAN 2013**



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#### CALL FOR HOURS OF OPERATION

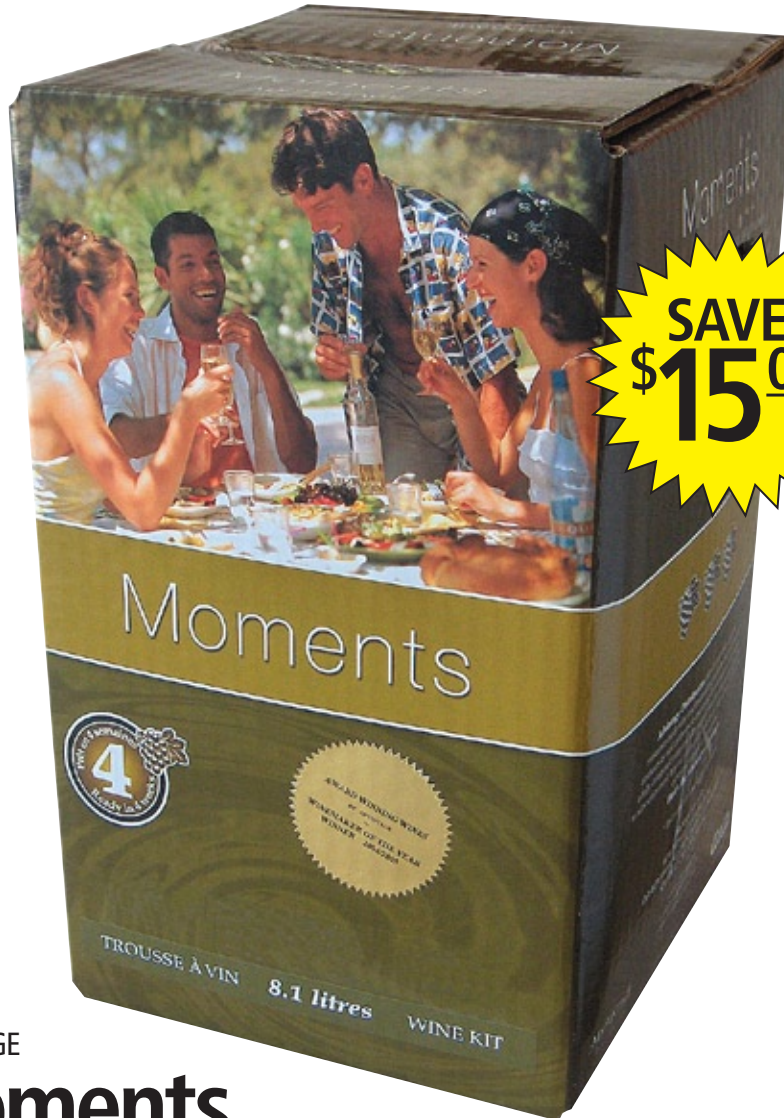
1400A Sargent Ave  
T: (204) 775-9234

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.



**SAVE**  
**\$15<sup>00</sup>**

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**  
**45<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 known 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 oxidation, 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.



## Apparently diamonds come in White and Red!

Clearly the best deal on all points, Diamanti 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 choose one or both of these classic kits, **White Porto** and **Red Porto**!

**SALE PRICE**  
**99<sup>99</sup>**

REG PRICE  
**119<sup>99</sup>**





## Bellissima

*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** 45<sup>00</sup> | REG. PRICE 59<sup>99</sup>

**2.5 KG OF  
CRUSHED  
GRAPE SKINS  
INCL.!**

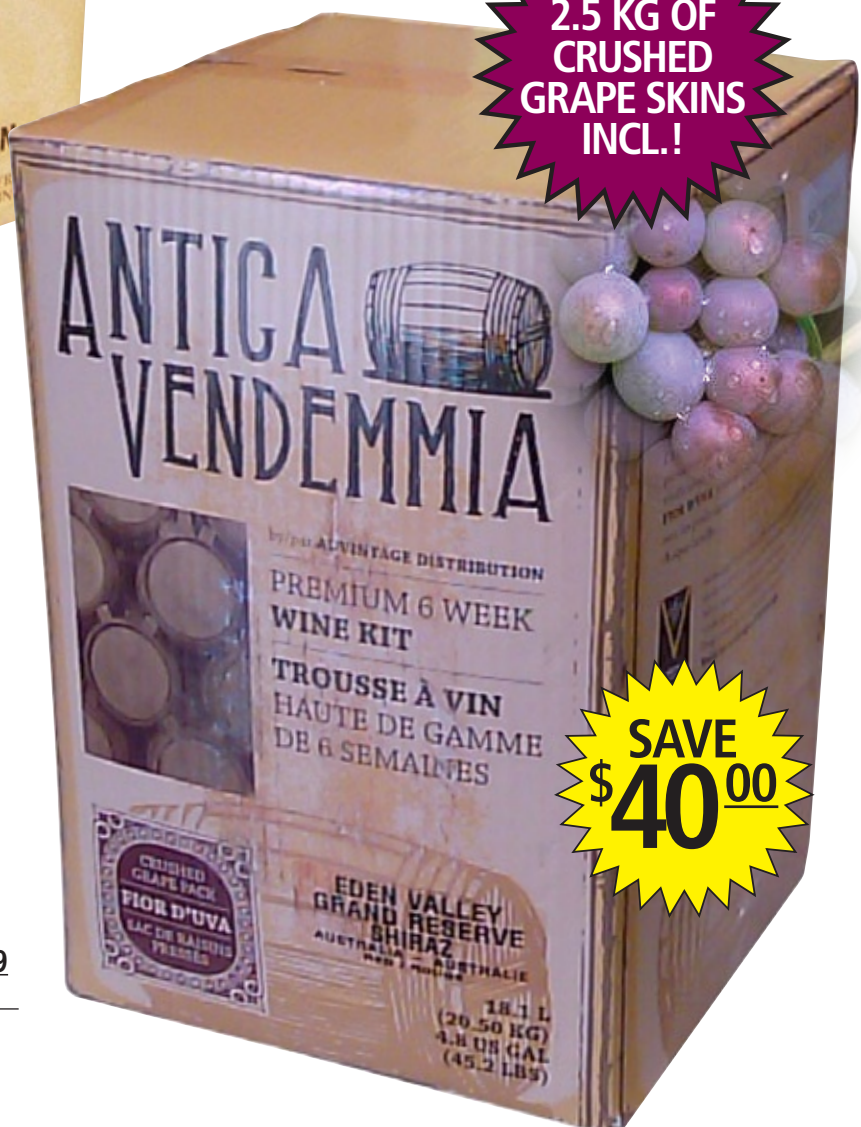
ADVINTAGE

## Antica Vendemmia

The phrase *Antica Vendemmia* is Italian for old-time grape harvesting. Combining centuries-old traditional vinting traditions with today's state-of-the-art production technology and rapid shipment, we are able to deliver you some of the best 18.1L varietal kits available on the international market. Already one of our best sellers, these 100% pure sterilized varietal kits are made from premium quality grape juice imported from their country of origin. **Amazingly, each kit also includes an additional FREE pack of 2.5 kg of crushed grapes!** Enjoy these rich, bold, deep red wines in all their distinct character and complexity. Definitely a superior product for the discerning winemaker!

**VARIETIES AVAILABLE:** Australian Shiraz, Chilian Merlot, Italian Cabernet Sauvignon

**SALE PRICE** 99<sup>99</sup>  
REGULAR PRICE 139<sup>99</sup>



# 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.

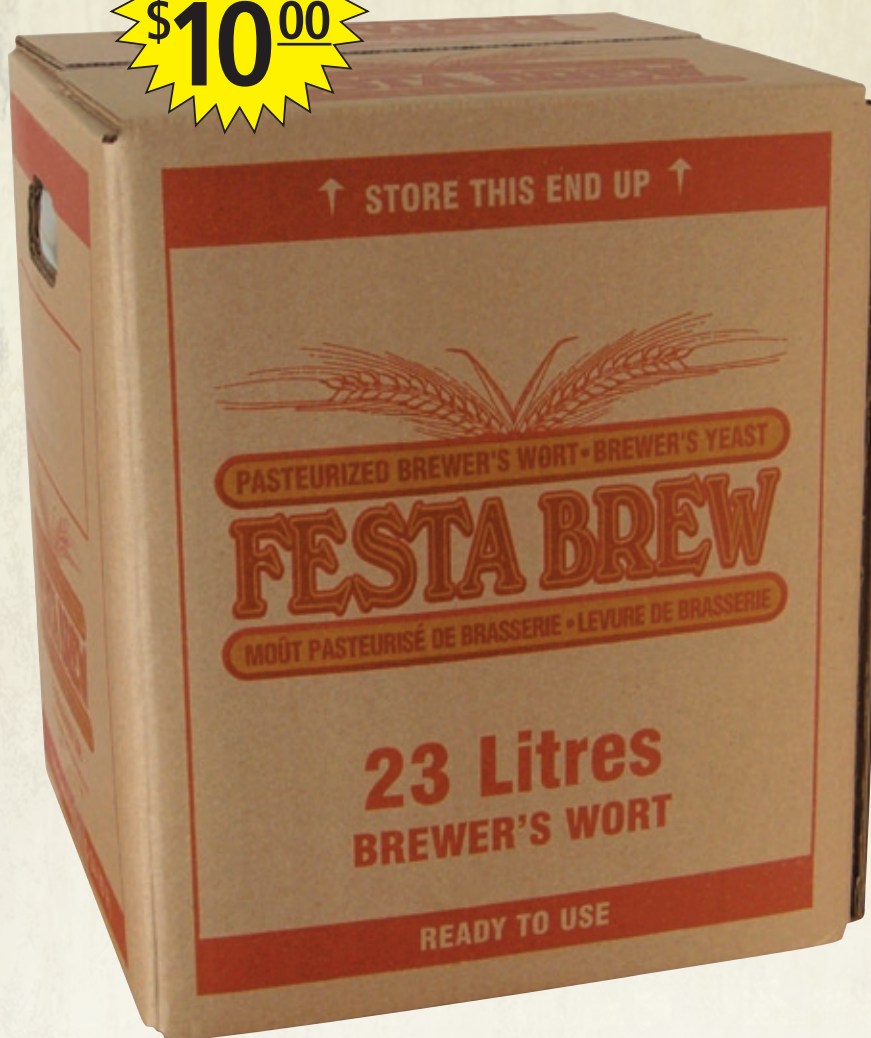
#### STYLES ON SALE:

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  
UP TO  
\$10<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, Continental Pilsner, Cream Ale, Pale Ale, Wheat Beer.

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

Bock, Red Ale, Double Oatmeal Stout,

<b>SALE PRICE</b>	<b>REGULAR PRICE</b>
<b>32<sup>99</sup></b>	<b>39<sup>99</sup></b>





## 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:

Alicante, Barbera, Cabernet Franc, Cabernet Sauvignon, Carignan, Festa Blend, Grenache, Merlot

**SALE PRICE**  
**69<sup>99</sup>**

**REGULAR PRICE**  
**107<sup>99</sup>**



**ON SALE NOW!**

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** **\$179<sup>99</sup>**

Add your choice of Sorisso, Réserve du Château or Moments for an additional \$40 (Instant manufacturers' rebates are applied.)

**NOW ONLY** **\$99<sup>99</sup>** | **REGULAR PRICE** **\$229<sup>99</sup>**



OR



OR



## Water Card

Each card good for 10 fills.

**BUY 2 GET 3RD FREE**

20 FILL CARD FOR ONLY **\$20<sup>00</sup>**

**REGULAR PRICE PER FILL** **\$2<sup>99</sup>**

**SAVE \$20<sup>00</sup>**



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

## 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>**

## 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  
**\$10<sup>00</sup>**



TOSCA  
**Wine Vinegar**

- Red and White Organic, GMO-free
- 100% pure
- Mother of culture included
- Undiluted
- Unfiltered

750 ml

SALE  
PRICE  
**5<sup>00</sup>**REG PRICE  
**7<sup>99</sup>****Olive Oil**EXTRA VIRGIN FIRST COLD PRESS  
750 mlSALE  
PRICE  
**9<sup>99</sup>**REG PRICE  
**10<sup>99</sup>**BONUS  
**BUY 1  
GET 1  
FREE**SAVE  
**60%**SAVE  
**BIG**BONUS  
**BUY 1  
GET 1  
FREE****Balsamic  
Glaze**

- Great for BBQ, salads, marinades, dressings on appetizers ...
- Styles: BBQ, Onion, Garlic, Strawberry, and others.

750 ml

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

NEW

**Do the math!**

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