

The Wine Specialist BREWERS DIRECT

HURRY IN! | SALE RUNS TODAY THRU SAT AUG 3

JULY 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.



ADVINTAGE

Réserve du Château

This product is known for its consistent quality. With the great taste that makes this kit one of the best selling in its class, depend on this favorite to produce a wine you'll be proud to share every time! (And you won't find a better price in town, guaranteed!)

**BUY 2
GET 3RD
FREE**
 REGULAR
PRICE
\$48⁹⁹

NEW STYLES: Malbec, Pinot Grigio

WHITES: Chalizette, Chardonnay (Australian), Gewurztraminer, Johannisberg Riesling, Liebfraumilch, Riesling (Australian), Piesporter, Pinot Blanc, Pinot Chardonnay, Sauvignon Blanc, Semillon Chardonnay, Soave, Verdicchio.

REDS: Barolo, Cabernet Sauvignon (Australian), Cabernet Sauvignon (European), Chianti, Malbec, Marjolais, Montepulciano, Merlot, Nebbiolo, Pinot Noir, Shiraz (Australian), Shiraz (European), Valpolicella, VVDCR, White Merlot, Zinfandel Blush.



Wine Tips

Sterilization versus Pasturization

STERILIZATION

Filtration is the first step in order to remove impurities, bacteria and wild yeast. Then the juice is sterilized at high temperatures for a short contact time (meaning seconds – for this reason it is referred to as “flash”). Sterilization kills any micro-organisms present (including cells and spores) and the product, once sterile will be sterile up to the point of the opening of the package. The process is flash in order to preserve the flavour, taste and aroma of the juices. Further it is possible to enjoy a top quality product that can be kept at room temperature, (so avoiding all costs and difficulties involved with cold storage).

Another aspect that it is important is colour: this process allows a better preservation of the product and doesn't burn it.

Furthermore the sterilization brings to zero any risk of fermentations of the bag, and allows a better and safer fermentation, when needed, because any eventual wild yeast has been killed. This means it improves indefinitely the shelf life.

PASTEURIZATION

The pasteurisation is a popular process used in the food industry. Compared to the sterilization, the temperatures are usually lower but the product is under heating for long time (not seconds like the flash sterilization). Pasteurisation reduced the number of micro-organisms, but may not kill all of them, possibly leaving micro-organisms that can develop a second time.

Further to this, the long contact time burns the aromas and gives the taste of a typical “cooked aftertaste”. In the case of a wine kit another negative effect is on the colour – the colour will change very quickly with age giving to the white the typical gold/brownish tone and in the red the flat/brownish tone that has nothing to do with a real wine. This means in short terms that whatever raw material you use – juice or concentrate or both – the pasteurisation process would likely have a negative impact on your finished product.



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
44⁹⁹

REG
PRICE
59⁹⁹

SAVE
\$196⁰⁰

Draft Beer System

All-in-one self-contained
draft beer refrigeration
and dispensing system!
Product keg not included.

SALE
PRICE
599⁰⁰

REGULAR
PRICE
795⁰⁰



LIMITED
QUANTITIES
LEFT!

Product not exactly as illustrated

NEW LOWER PRICES

Bulk Liquid Extracts



NOW
\$29⁹⁵

WAS
\$39⁹⁵

SuperYeast



NOW
2 FOR
\$15⁰⁰

WAS
\$12⁹⁵

10 lb Grain Pail



NOW
\$12-\$18

WAS
\$24⁰⁰

Look for next month's featured items
at new PERMANENT lower prices!

SAVE
\$38⁰⁰



French Collection Reds

The FC Collection directly imports 100% pure sterilized must made from some of the finest grape varietals available in France. Enjoy France's rich, heady red wines in all their distinct character and complexity. Definitely a superior product for the discerning winemaker!

REDS: Cabernet Franc, Cabernet Syrah, Malbec, Merlot, Pinot Noir Grand Cuvee, St. Emile, VVDCR

SALE
69⁹⁹
REG. PRICE
107⁹⁹



Red-letter deals on Festa Juice

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.

RED STYLES ON SALE:

Cabernet Sauvignon,
Malbec, Merlot, Pinot
Noir, Shiraz, Zinfandel

SALE PRICE	REGULAR PRICE
69 ⁹⁹	107 ⁹⁹



Glass Test Jar

Collect alcohol from still.

OUR PRICE
14⁹⁹



Distiller

Easy to clean and sterilize. Includes: 2 Carbon filters (reloadable), Easy to follow instructions.

OUR PRICE
179⁰⁰

COMPARE AT
219⁹⁹

Activated Charcoal

Activated carbon refill for carbon snake and distillers.

OUR PRICE
85 G
3⁹⁹

OUR PRICE
500 G
15⁰⁰



Bulk Liquid Extracts

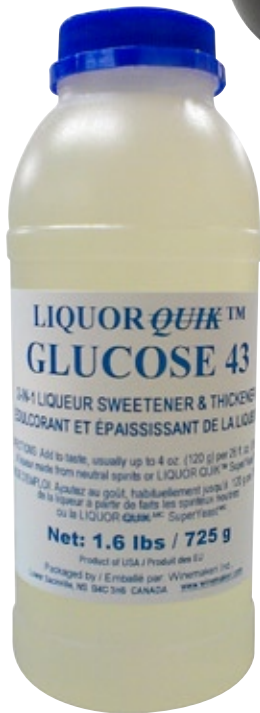
SALE
250 ML
29⁹⁵

**SAVE
UP TO
40%**



Glycerine

Used to thicken liquors



Glucose

Used to sweeten liquors



Liquor Quik Extracts

MANY NEW FLAVOURS AVAILABLE INCLUDING THESE NEW FLAVOURS:
Absinthe, Banana, Kentucky Bourbon, Raspberry, Strawberry

NEW ITEMS

Swish Oak Chips



Maple Flavour



Distillers Caramel Colour





**Plastic
Carboy
with Spigot**

SALE
PRICE
29⁹⁹
COMPARE AT
39⁹⁹



**Square
Filter Pads**

Bulk Pack, 8 sets of 3

SALE
PRICE
12⁵⁰
COMPARE
AT
25⁹⁹



BOTTLING
**Promo
Pak**

- 30 Regular U-Bag
9 reg corks
- 30 shrink caps
- 30 labels

NOW
ONLY
6⁵⁰
REG
PRICE
11⁹⁹



**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!

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