

# The Wine Specialist **BREWERS DIRECT**

**HURRY IN! | SALE RUNS TODAY THRU SAT SEPT 28**

**SEPT 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!)

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

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

**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

# 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.



DIAMANTI

## Chocolate Port

Clearly the best deal on all points, Diamanti is a pure juice wine kit in a 23 L pail which produces 30 x 750 ml bottles. Don't miss this diamond opportunity to try something you've been meaning to try forever.

Choose from Dark Chocolate Orange Port, Raspberry Port, or Milk Chocolate Strawberry Port. Or if the choice is too difficult – pick up one of each!

**SALE PRICE**  
**109<sup>99</sup>**  
REG. PRICE  
**139<sup>99</sup>**



NEW PRODUCT



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

## Reflect your good taste

One of the most amazing attributes of wine is the variety of nuances in the flavours and bouquet. These uniquely individual characteristics are a direct result of the local conditions that the vines experience. Sun, wind, moisture, soil – all of these influences are reflected in the final product. With Reflexions, a new international line of fine 12L wine kits, you can experience the flavours from around the world.

**WHITES ON SALE:** Chardonnay (Chile), Liebfraumilch (Germany), Pinot Grigio (Italy), Riesling (Australia).

**REDS ON SALE:** Amarone (Italy), Cabernet Sauvignon (Chile), Cabernet/Merlot (California), Cabernet/Shiraz (Australia), Gamay Noir (South Africa), Malbec (Argentina), Rioja, Shiraz.

INTRO  
PRICE  
**49<sup>00</sup>**

REGULAR  
PRICE  
**69<sup>00</sup>**

ENTER TO WIN AT [WWW.BREWERSDIRECT.COM](http://WWW.BREWERSDIRECT.COM)

NEW LOWER PRICES

Doric  
Beer KitsNOW  
\$16<sup>99</sup>WAS  
\$18<sup>99</sup>Wine  
SweetnerNOW  
\$3<sup>25</sup>WAS  
\$3<sup>95</sup>

## Cider

NOW  
\$13<sup>95</sup>WAS  
\$18<sup>75</sup>Look for next month's featured items  
at new PERMANENT lower prices!

## Tosca Wine Juice

Tosca Wine Juice is now available. We offer 23 litre pails of 100% premium quality certified and inspected 1st run wine juice. It's so simple. No water to add. No yeast to add. Just pry the lid off and away you go. Other brands offer 20 litre pails, as shown in our price comparisons. What that means is you get even greater value with **Brewers Direct**.

All our juice is sold on a pre-order basis only with shipments of the 2013 harvest now arriving weekly. **Order now!**

For more details regarding pre-ordering check online at [www.brewersdirect.com](http://www.brewersdirect.com).

2013  
HARVEST  
ORDER  
NOW!

WHITE VARIETAL	SALE (23L)	RED VARIETAL	COMPARE (20L)	SALE (23L)
French Colombard (Chenin)	50	Alicante Superior 100%		52
Gewürztraminer (Malvasia)	50	Cabernet Sauvignon		55
Johannesberg Riesling	50	Merlot		55
Pinot Chardonnay Superior 100%	50	Merlot (Organic)		65
Riesling (Organic)	55	Pinot Noir		59
Sauvignon Blanc	49	Red Borghese		55
White Pinot Grigio Reserve	55	Shiraz		55
White Zinfandel Blush	49	Zinfandel Superior 100%		55

## Gold Medal Series

Tosca Gold Medal Series Wine Juice include crushed grape skins for enhanced quality.

WHITE VARIETAL	OUR SALE PRICE (23L)	RED VARIETAL	OUR SALE PRICE (23L)
Chardonnay Reserve 100%	\$74	Cabernet Sauv. Superior 100%	80
Pinot Grigio White	74	Malbec Riservva	80
Sauvignon Blanc Grande Res.	74	Shiraz Grande Reserve	80





MOSTO ITALIANO

## Bold & Beautiful Reds

Using today's state-of-the-art production technology and means of rapid shipment, Mosto Italiano imports directly some of the best varietal juices available on the international market. This 100% pure sterilized Italian varietal wine must is made from premium quality grape juice imported from Italy. Enjoy Italy's rich, bold, deep red wines in all their distinct character and complexity. Definitely a superior product for the discerning winemaker! Sale on all in-stock red styles

**REDS:** Amarone, Barbera, Bardolino, Barolo, Brunello, Cabernet Sauvignon, Carmenere, Chianti, Malbec, Merlot, Montepulciano, Negro Amaro, Pinot Nero, Rioja (Spanish), Sangiovese, Shiraz, Valpolicella, Zinfandel Red

LIMITED QUANTITIES.  
NO RAINCHECKS!

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

REG  
PRICE  
107<sup>99</sup>



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

TOSCA

## Partial Grain Beer Kits

We brought this product in due to consumer demand. This kit offers fresh grains, liquid/dry malt extract, fresh hops, beer yeast, grain sack, hop sack, and priming sugar, complete with easy to follow instructions. If you're tired of making the traditional canned beer kit, this product will offer the adventurous beer maker an enhanced experience. Tosca Beer Red Ale variety has reddish hues with the flavor focusing on the malt. Low levels of hops can be detected with a light fruity after taste. A must for any beer lover!

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

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

### INCLUDED:

- Liquid malt extract
- Dried malt extract
- Hops
- Irish moss
- Straining bag
- Beer yeast
- Grains

### STYLES ON SALE:

- Bigfoot Bog Brown Ale
- Prairie Fire Pale Ale
- Maple Leaf Red Ale
- Wild West Wheat
- Darth Vader Stout
- European Pilsner
- West Coast IPA



### Fresh Liquid Malt

Lite / Amber / Dark

BUY 2  
GET 3RD  
**FREE**



### Hops

OVER 20 STYLES  
TO CHOOSE FROM

BUY 2  
GET 3RD  
**FREE**



### Brewing Grains

#### STYLES ON SALE:

- 2-row
- 6-row
- Clack
- Carastan
- Chocolate
- Crystal
- Munich
- Pilsner
- Roasted Malt

SALE  
PRICE  
**1<sup>50</sup>**  
LB





## 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, Bock, Brown Ale, Continental Pilsner, Cream Ale, Double Oatmeal Stout, Pale Ale, Red Ale, Wheat Beer.

<b>SALE PRICE</b>	<b>REGULAR PRICE</b>
<b>34<sup>99</sup></b>	<b>39<sup>99</sup></b>



## Doric BEER KITS

<b>NOW ONLY</b>	<b>COMPARE AT</b>
<b>13<sup>99</sup></b>	<b>19<sup>99</sup></b>

**SAVE \$6.00**

## Mountmellick BEER KITS

<b>NOW ONLY</b>	<b>COMPARE AT</b>
<b>22<sup>99</sup></b>	<b>27<sup>99</sup></b>

**SAVE \$5.00**

DAILY RATES

## Equipment Rentals

**\$3** SUPERCORKER

**\$1** STAND CAPPER

WATER DISTILLER **\$15**

**\$20** FRUIT/GRAPE CRUSHER

ELECTRIC CRUSHER **\$40**  
NOT SHOWN

**\$5** BUON VINO FILTER

**\$20** BV SUPERJET FILTER  
(INCLUDES TAXES AND 1 SET OF FILTER PADS)

**\$25** GRAPE PRESS (LARGE)

GRAPE PRESS (SMALL) **\$20**

*The Wine Specialist*  
**BREWERS DIRECT**  
 1400a Sargent Avenue • Winnipeg MB • R3E 0G4



Do the math!

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

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