

The Wine Specialist **BREWERS DIRECT**

HURRY IN! | SALE RUNS TODAY THRU SAT MARCH 1

FEB 2014



CORY GRAHAM MART.COM

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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.



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 Reflexion, 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), Sauvignon Blanc, Viognier

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

SALE PRICE
57⁰⁰

REGULAR PRICE
69⁹⁹



Wine Tips

Wine Diamonds

Ever wonder what the sparkly bits of sediment in the bottom of some white wines are? These "wine diamonds" are actually tartrate crystals. They are a natural product of the wine, and form when the wine gets too cold. Tartaric acid is a normal grape acid. Potassium also exists in grapes, and when these two things bind together under chilly conditions, they form little potassium bitartrate crystals, which then settle to the bottom of the bottle. They're completely harmless, and quite natural. The problem, of course, is with appearances.

While in Europe these crystals are accepted as a sign that the wine is a natural one, and even appreciated, North Americans are used to wine being clear, pure, filtered, processed and de-sedimented. Consumers often panic when they see little crystals in their Chardonnay, thinking they are impurities or even bits of broken glass. The most effective way to remove these crystals is by cold stabilization.

How is Cold Stabilization Done?

Since the tartaric acid and potassium are natural components of grapes, they cannot really be removed. To make sure crystals don't form in the consumer's home, therefore, the winemaker forces all crystals to form at the winery.

Usually the main stainless steel fermentation vessel for the wine has a cooling system on it. After the fermentation is complete, that vessel is plunged to near-freezing for 3 to 4 days to force the crystals to form. The crystals stick to the sides of the vessel, and when the wine is then removed, the crystals remain behind. Some winemakers argue that a portion of the flavor and uniqueness of the wine remains behind as well.

Cold stabilization is normally only done to white and blush wines. Since crystals only form when a wine gets very cold, red wines rarely show crystals, since red wines are served at a relatively warm temperature.

How do I Serve a Wine with Crystals?

Crystals are just like any other natural sediment. Stand the wine bottle upright for a few hours to allow the sediment to settle into the bottom of the glass. Then decant the glass into another container, being careful not to let the sediment go into the decanter. The crystals are not harmful in any way.



A Brilliant Deal!

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 a classic, **White Ice Wine**.

SALE PRICE
109⁹⁹
 REG PRICE
 139⁹⁹



Better than a basket of fruit.

Ever had to choose between giving someone a basket of fruit or a bottle of wine? Well, now you don't have to. Pick up your favourite flavour of Cornucopia, a 7.5 kg fruit wine kit, and in four weeks you'll have 30 x 750 ml bottles of tasty fruit wine. There's a basket of fruit in every bottle. As an added bonus, the kit contains labels, shrinks and corks.

STYLES ON SALE: Black Currant Cabernet Sauvignon, Blueberry Shiraz, Green Apple Riesling, Peach Chardonnay, Pear Chardonnay, Pink Grapefruit Pinot Gris, Raspberry Merlot, Strawberry White Merlot, Tropical Riesling, Wildberry Chianti

NOW ONLY
39⁹⁹
REG PRICE 49⁹⁹

SAVE
\$39⁰⁰



White 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 30 x 750 ml bottles.

STYLES ON SALE: Chardonnay, Chenin Blanc, Moscato, Pinot Grigio, Riesling, Sauvignon Blanc

SALE PRICE	65⁰⁰	<small>REGULAR PRICE</small>	103⁹⁹
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CO₂ System Components



OVER
30
PARTS AVAIL.

19 L Stainless Steel Tank

CO₂ Tank



Stainless Steel Faucet Shank



Stainless Steel Faucet Shank Adaptor with Hex Nut Adaptors, Washer and Barb Insert



Stainless Steel Ball Lock Connectors



Chrome Plated Beer Tap Faucet



Stainless Steel Pin Lock Connectors



Black Handle with Brass Insert

Wyeast Beer Yeast



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 Lager, Bavarian Wheat, Belgian Abbey Ale, Belgian Ale, Belgian Lambic Blend, Belgian Wheat, British Ale, California Lager, Czech Pilsner, Danish Lager, German Ale, German Wheat, Irish Ale, London Ale, Mead Dry, Mead Sweet, Munich Lager, Northwest Ale, Pilsner-Lager, Scottish Ale, Trappist High Gravity, Weihestefan Wheat, West Yorkshire Ale

OUR PRICE
8⁹⁹



Coopers

Aussie Pale Ale, Dark Ale, India Pale Ale, Irish Stout, Wheat Beer, More Styles Available.

SALE PRICE
16⁹⁹

REGULAR PRICE
18⁹⁹

SAVE
\$2⁰⁰



MUNTIONS

Mountmellick

Cream Ale, Dublin Stout, Newkie Brown Ale

SALE PRICE
17⁹⁹

REGULAR PRICE
22⁹⁹

SAVE
\$5⁰⁰



Muntions

India Red Ale, Brown Ale, Stout, More Styles Available.

SALE PRICE
15⁹⁹

REGULAR PRICE
18⁹⁹

SAVE
\$3⁰⁰



SAVE
\$10⁰⁰

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
27⁹⁹
REGULAR PRICE
37⁹⁹

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

BUY ONE GET ONE FREE

Gluten Free Syrup

Gluten-free beer can be made relatively easily from sorghum syrup. Sorghum is a nutritious gluten-free millet-like grain that is used to make traditional fermented beverages.



OUR PRICE
8⁹⁵

SAVE
\$8⁹⁵

Wine and Beer Dispenser

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



SALE PRICE
599⁰⁰
REGULAR PRICE
739⁰⁰

Doric Beer Kits

Lite, Regular

**SPECIAL
PURCHASE
CLEARANCE**

SALE
PRICE
12⁹⁵

REGULAR
PRICE
16⁹⁹

SAVE
\$4⁰⁰



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

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



**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!