The Wine Specialist BREWERS DIRECT

HURRY IN! | SALE RUNS TODAY THRU SAT MARCH 1

FEB 2014



Diamanti Ice Wine | 2

Cornucopia | 3

Festa White Wine Juice | 4

Festa Brew | 5

Wyeast Beer Yeast | 5

Munton's Beer Kits | 6

Cooper's Beer Kits | 6

Mountmellick Beer Kits | 6

Tosca Partial Grain Kits | 7

Gluten Free Syrup | 7

Beer or Wine Dispenser | 7

Enter to Win | 8

Doric Beer Kits | 8

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 **57**00

REGULAR PRICE 6999



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**.

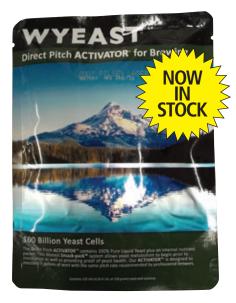








Wyeast Beer Yeast



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, Weihenstefan Wheat, West Yorkshire Ale

OUR PRICE 899









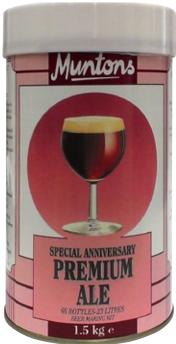
Mountmellick

Cream Ale, Dublin Stout, Newkie Brown Ale



REGULAR PRICE 299





Muntons

India Red Ale, Brown Ale, Stout, **More Styles Avaliable.**



REGULAR PRICE 1899





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!

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





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

Sale Price





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







Do the math!

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