

The Wine Specialist BREWERS DIRECT

HURRY IN! | SALE RUNS TODAY THRU SAT JAN 31

JAN 2015



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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

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), Frieden (Piesporter), Lebvine (Liebfraumilch), L'Or Blanc, Pinot Blanc, Pinot Grigio, Sauvignon Blanc, Verdemia (Verdicchio), Waltzer (Gewurztraminer), White Zinfandel Blush

REDS: Barone (Barolo), Cabernet Sauvignon, Cabernet Shiraz (Australian), Canto (Chianti), Fosco (Lambrusco), Merlot (Chilean), Merlot (European), Mount (Montepulciano), Pinot Nero (Australian), Pinot Noir, Red Zinfandel, Shiraz (Australian), Shiraz Blush (Chilean), Valbella (Valpolicella), VVDCR

SALE PRICE
48⁹⁵

REGULAR PRICE
59⁹⁹



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 (CO₂, 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 CO₂ 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 CO₂. When all the CO₂ 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

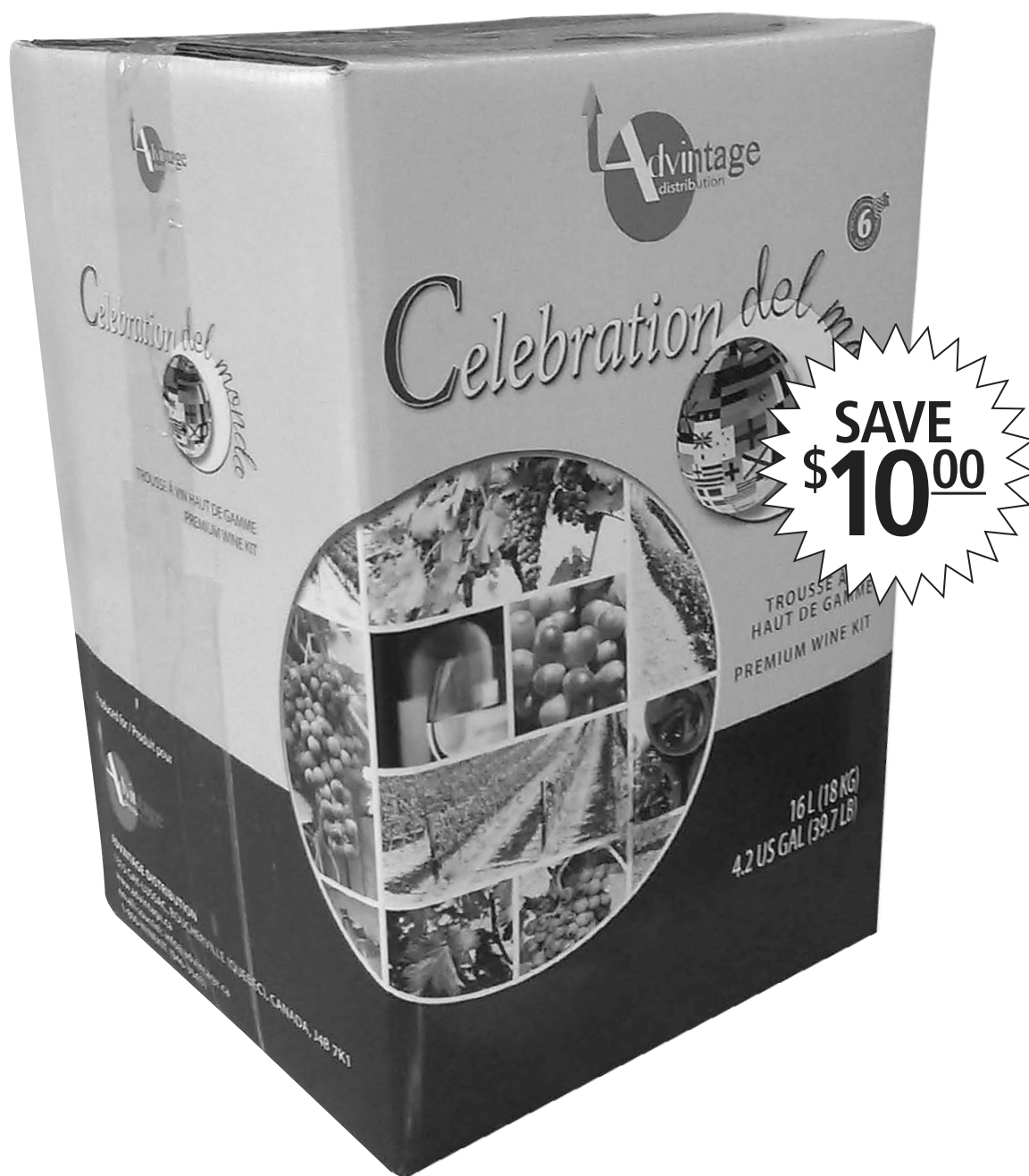
Fruit flavoured Port

Clearly the best deal on all points, Diamanti Fruit flavoured Porto is a GMO-free pure juice wine kit in a 23 L pail which produces 60 x 375 ml bottles. Don't miss this diamond opportunity to try this classic kit.

STYLES ON SALE: Milk Chocolate Strawberry, Milk Chocolate Raspberry, Dark Chocolate Orange

SALE PRICE
85⁰⁰

REG PRICE
129⁹⁹



Celebrate this year with style!

Celebration del mondo, a spectacular 16 L, 6-week wine kit from Advintage, uses specially blended juice and grape juice concentrates, harvested from select mature vine plants of at least 15 years. These styles offered represent a cross section of famous world-class red wines.

RED STYLES ON SALE: Barone (Barolo), Cabernet Sauvignon, Carmenere, Canto (Chianti), Merlot, Nebbiolo, Pinot Noir, Pinotage, Shiraz (Australian), VVDCR.

SALE PRICE	79⁹⁵	REGULAR PRICE	89⁹⁵
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SAVE
\$34⁰⁰

Mosto Whites and Blushes

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. Savour the delicate, refreshing aromatic white wines Italy is renowned for. Definitely a superior product for the discerning winemaker!

STYLES ON SALE: Chardonnay, Pinot Bianco, Pinot Grigio (White or Blush), Riesling, Sauvignon Blanc, Soavemente (Soave), Tristano (Trebbiano), Verdemmia (Verdicchio), Waltzer (Gewürztraminer), Zinfandel Blush.

SALE
69⁹⁵
REG
PRICE
103⁹⁹



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:

Cabernet Sauvignon, Malbec, Merlot, Pinot Noir, Shiraz, Spanish Bierzo, Tempranillo, Zinfandel

SALE PRICE
69⁹⁵

REGULAR PRICE
107⁹⁹



Additives

Elderflowers

Elderflowers are the flowering buds of the Sambucus Niger plant which is found in Europe. The addition of dried elderflowers adds a flowery aromatic quality to wine – which is desirable in some soft German-style whites. Again, it is important not to over-flower a wine.



Elderberries

Dried Elderberries have been cultivated specifically for the purpose of making wine. They are very easy to use. Simply prepare them by blanching with boiling water. Recipe and directions are both included with each package. Dried Elderberries can also be used in smaller amounts in other recipes to enhance the structure and flavor of other various red wines. The elderberry's high tannin concentration helps to add body while raising the level of fruitiness.



Banana Flakes

Banana Flakes smooth the wine and enhance the body and texture – sixty grams (60 g) is sufficient for 23 Litres.



Start off the
year with new
equipment

Starter Kit for Wine or Beer

Includes 28L plastic primary pail with lid, 23L plastic carboy (glass carboy option \$10 extra), wine spoon, hydrometer, test jar, airlock, syphon assembly, sterilant, and coupons worth \$150.

NOW
ONLY **69⁹⁹** | COMPARE AT **89⁹⁹**

SAVE
\$20⁰⁰



Water Card

Each card good for
10 fills.

BUY 1
GET 2ND
HALF
PRICE

10 FILL
CARD FOR
ONLY **20⁰⁰**

REGULAR
PRICE
PER FILL
2⁹⁹

SAVE
50%



FOR ADDITIONAL SALE ITEMS, VISIT WWW.BREWERSDIRECT.COM

DISTILLERS CORNER



Ceramic Raschig Rings

Rings prevent foaming during distillation.



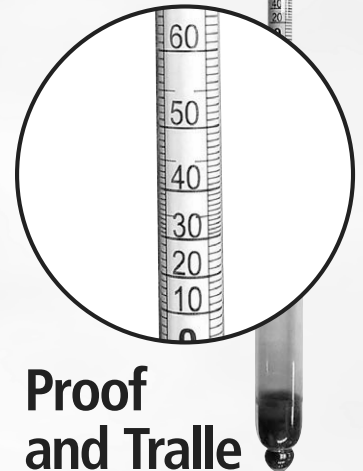
Distillers Activated Carbon

Liquid Activated Carbon



Star San Acid Sanitizer

Available in three sizes:
■ 4 oz ■ 8 oz ■ 12 oz



Proof and Tralle Hydrometer

Reads 0-100% ABV
or 0-200 Proof



Carbon Snake

Filter your distillation



Glass Test Jar



New Yeast Varieties

- Vodka Yeast
- Rum Yeast
- Whisky Yeast



Swish Oak Chips

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SAVE
\$8⁰⁰

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
21⁹⁹

COMPARE
AT
29⁹⁹



SAVE
\$6⁰⁰

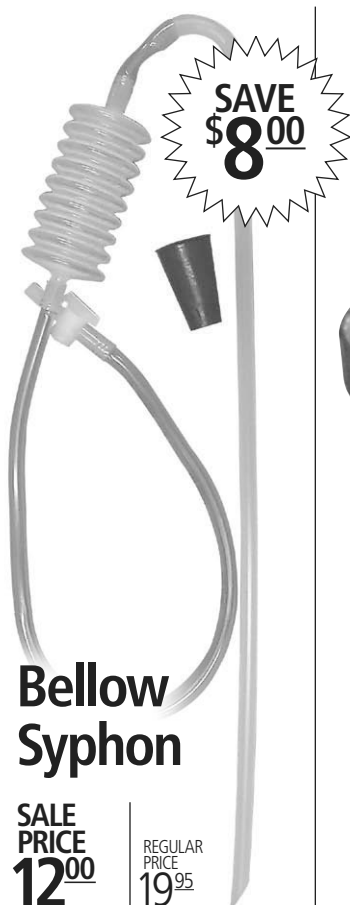
Green Bordeaux Bottles

750 ml.

PRICE PER CASE
IN MULTIPLES OF 3
8⁹⁵

REGULAR
PRICE
10⁹⁵

CANADA	POSTES
POST	CANADA
Portage Paid	Port payé
Addressed	Adressé
Admail	avec adresse
2 8 6 0 0 1 5	



SAVE
\$8⁰⁰

Bellow Syphon

SALE
PRICE
12⁰⁰

REGULAR
PRICE
19⁹⁵

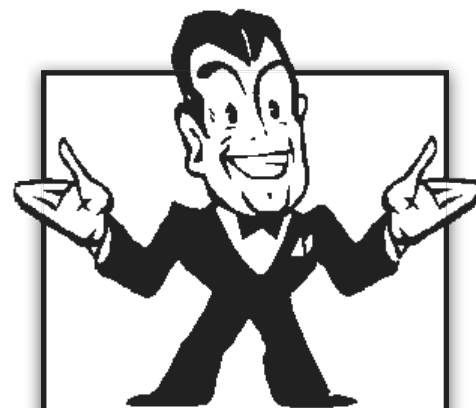


SAVE
\$10⁰⁰

Plastic Carboy with Spigot

SALE
PRICE
29⁹⁹

REGULAR
PRICE
39⁹⁹



**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!