

The Wine Specialist **BREWERS DIRECT**

HURRY IN! | SALE RUNS TODAY THRU SAT JAN 30

JAN 2016



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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.



Reflexion Reds

One of the most amazing attributes of wine is the variety of nuances in the flavours and bouquet. Reflexion wine kits 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.

SELECT STYLES ONLY: Cabernet Sauvignon, Chianti, Rioja, Shiraz Rose, Valpolicella, and others

SALE PRICE
44⁹⁵
REG PRICE
69⁹⁵

LIMIT:
3 PER PERSON



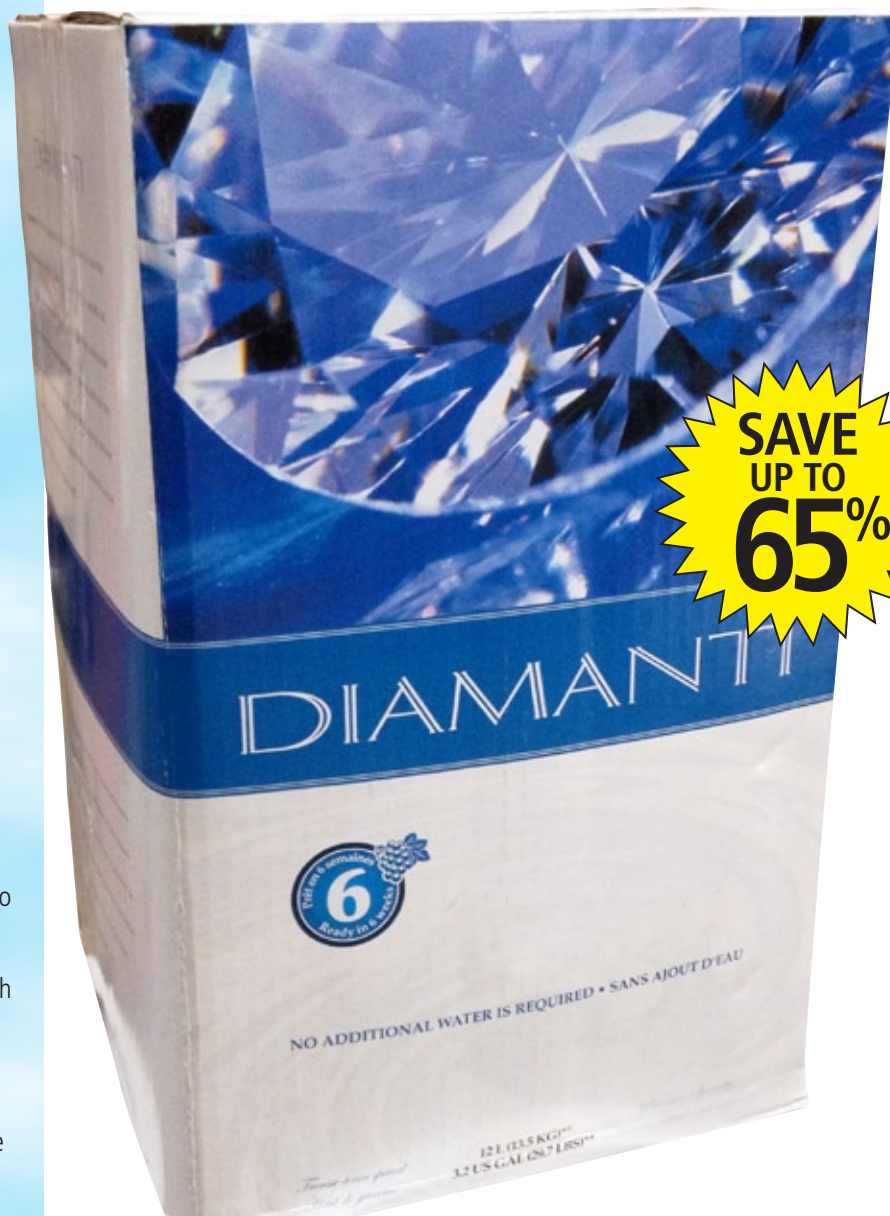
Wine Tips

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

Chocolate Fruit Port

Clearly the best deal on all points, Diamanti Fruit flavoured Porto is a GMO-free pure juice wine kit in a 12 L kit which produces 15 x 750 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

BUY 1 KIT
GET 50% OFF
45⁰⁰

BUY 2 KITS
GET 65% OFF
37⁵⁰
EA.

REG PRICE
89⁹⁵



Fontana Original

Fontana Original Series wine kits have been setting the standard in home winemaking since 1972. We are proud to offer this kit at Brewers Direct! Enjoy tastes and aromas from around the world with Fontana's extensive range of varieties. With complete dedication to the perfection of home winemaking, every kit uses the finest quality ingredients and includes everything you need to make a truly superior wine that boasts depth and character. Ready for bottling in six weeks, the recommended aging time is 4-6 months.

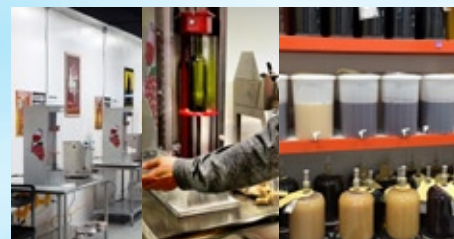
REDS: Barolo, Cabernet Sauvignon, Gamay Noir, Malbec, Merlot, Shiraz

SALE PRICE
89⁹⁰ | **REG PRICE**
99⁹⁵

NOW OPEN!

WINE/BREW ON PREMISES

Make your own wine in our state-of-the-art winery with automated equipment! Come see us soon.



"I HAVE NO TIME"

"I'M SHORT ON SPACE"

"TOO BUSY WITH THE KIDS"

"MY CONDO'S TOO SMALL"

"TOO TIRED TO BOTHER"

"SPA DAY" "IT'S VACATION TIME"

"I JUST DON'T KNOW HOW TO DO IT"

**WE CAN MAKE IT ALL
GO AWAY. WE WILL
DO IT ALL FOR YOU ...
AND YOU CAN BRAG
TO YOUR FRIENDS:
'HEY, I MADE THIS!'**





FONTANA

International Limited Edition Reds

Using today's state-of-the-art production technology and means of rapid shipment, Fontana directly imports some of the best varietal juices available on the international market. This 100% pure sterilized varietal wine must is made from premium quality imported grape juice. Enjoy rich, bold, deep red wines in all their distinct character and complexity. Definitely a superior product for the discerning winemaker! Don't miss this introductory sale.

REDS: Amarone, Barolo, Bergamais, Cabernet Franc, Cabernet Sauvignon, Cabernet Sauvignon Merlot, Chianti, Gamay Noir, Malbec, Merlot, Pinot Noir, Red Zinfandel, Rioja, Sangiovese, Shiraz, Valpolicella, Vieux Chateau Du Roi

| | |
|------------------------|-------------------------|
| SALE PRICE | REG PRICE |
| 89⁹⁵ | 109⁹⁵ |

FOR ADDITIONAL SALE ITEMS, VISIT WWW.BREWERSDIRECT.COM

SAVE
\$30⁰⁰



Festa Juice Whites

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, Gewurztraminer, Moscato, Pinot Grigio, Riesling, Sauvignon Blanc, Verdicchio

SALE PRICE
79⁹⁵

REGULAR PRICE
109⁹⁵



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.



DISTILLERS CORNER



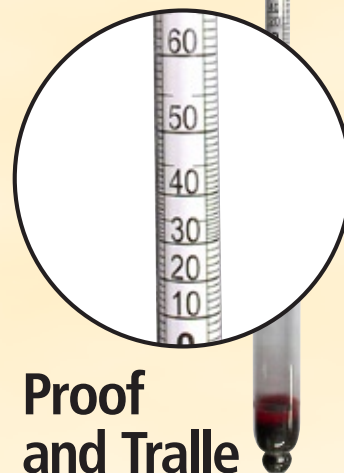
Ceramic Raschig Rings

Rings prevent foaming during distillation.



Distillers Activated Carbon

Liquid Activated Carbon



Proof and Tralle Hydrometer

Reads 0-100% ABV
or 0-200 Proof



Carbon Snake

Filter your distillation



Glass Test Jar

Star San Acid Sanitizer

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



New Yeast Varieties

- Vodka Yeast
- Rum Yeast
- Whisky Yeast



Swish Oak Chips

**Turbo
500
23 L
Distiller**



**Fast Ferment
Cone Fermenting
System**

SALE PRICE
148⁹⁵ | REG. PRICE
169⁹⁵

**SAVE
\$21⁰⁰**

**Turbo 500
Copper
Condenser**

EZ FILTER Inline Filter

OUR
PRICE
29⁹⁹



EZ FILTER Filter Cartridge

OUR
PRICE
6⁹⁹



TOP SHELF Still Spirit Additives



Do the math!

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