

The Wine Specialist BREWERS DIRECT

HURRY IN! | SALE RUNS TODAY THRU SAT NOV 3

OCT 2012



Tosca Juice | 2
 Celebration | 3
 Wine Tips | 3
 Crushed Grape Pack | 3
 Mosto Italiano Kits | 5
 Multiple Bottle Washer | 6
 Synthetic Oak Barrel | 6
 Distiller | 6
 Wine On Tap Dispenser | 6
 54 L Demijohn | 6
 Beer Draft Dispenser | 6
 54 | 7
 Carboy Mop | 7
 Screw Cap Wine Bottles | 7
 Wine Thief | 7
 Plastic Corks | 7
 Wine Aerator | 7
 Square Filter Pads | 7
 Spa Package Giveaway | 8
 Promo Pak | 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.



SAVE
\$13⁰⁰

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.

ALL STYLES ON SALE:

REDS: Barolo (Italian), Chianti Style (Italian), Cabernet Sauvignon (European), Cabernet Shiraz (Australian), Lambrusco (Italian), Merlot (Chilean), Merlot (European), Montepulciano (Italian), Pinot Noir (Australian), Pinot Noir (European), Red Zinfandel (Italian), Shiraz (Australian), Valpolicella Style (Italian), VVCDR (European)

BLUSH: Pinot Grigio (Italian), Shiraz Rose (Chilean), White Zinfandel Blush (Californian)

WHITES: Chalizette (European), Chardonnay (Australian), Chardonnay (Californian), Chenin Blanc (South African), Gewurztraminer (German), Liebfraumilch (German), L'or Blanc (European), Piesporter (German), Pinot Blanc (New Zealand), Riesling Style (Napa), Sauvignon Blanc (European), Soave Style (Italian), Verdicchio (Italian)

SALE PRICE
46⁹⁹ | **COMPARE AT 59⁹⁹**

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 2012 harvest now arriving weekly. **Order now!**

For more details regarding pre-ordering check online at www.brewersdirect.com.

WHITE VARIETAL	COMPARE AT (20L)	OUR SALE PRICE (23L)
Pinot Blanc	50	44
Muscati Superior	50	44
Palamino Superior	50	44
French Colombard (Chenin)	50	44
Sauvignon Blanc	50	45
White Zinfandel Blush	50	45
Gewürztraminer (Malvasia)	59	48
Johannesberg Riesling	60	48
Pinot Chardonnay	65	48
Riesling (Organic)	80	49

RED VARIETAL	COMPARE AT (20L)	OUR SALE PRICE (23L)
Alicante Superior	55	45
Red Borghese	55	45
Barbera	55	46
Grenache	55	44
Montepulciano (Sangiovese)	55	47
Zinfandel Superior	55	49
Pinot Noir	55	49
Merlot	55	49
Shiraz	55	49
Cabernet Sauvignon	60	49
Merlot (Organic)	57	55
Barolo Style	69	57
Cabernet Sauvignon (Australian)	63	57
Vieux Chateau Rouge	61	57



ADVINTAGE

Celebration Whites

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

STYLES ON SALE:

Gewürztraminer, L'Or Blanc, Johannesburg Riesling, Pinot Chardonnay, Pinot Grigio, Sauvignon Blanc, Verdicchio.

**SALE
PRICE**
68⁰⁰

COMPARE AT
86⁹⁹



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. 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).

Enter to Win!

[FREE – NO PURCHASE NECESSARY]

SPA PACKAGE

VALUED AT LEAST \$200

visit www.brewersdirect.com and enter contest



FIOR D'UVA

Crushed Grape Pack

Obtained from selected grapes, harvested at the optimum stage of maturity and immediately soft pressed, this package contains whole crushed grapes including juices, skins and seeds or other solids.

Adding FIOR D'UVA crushed grape pack to your juice and leaving it in contact for a period of time, evoking the maceration process of a traditional winery, will enhance the flavor of your finished wine. It will also add palate weight and contribute to increase the levels of anthocyanins and total polyphenols.

2.5 kg package

OUR PRICE **19⁹⁹**



MOSTO ITALIANO

Red White & Blush!

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. Savour the delicate, refreshing aromatic white wines Italy is renowned for. Definitely a superior product for the discerning winemaker! Sale on all in-stock styles. **Limit 3 per customer.**

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

WHITES: Chardonnay, Gewürztraminer, Muller-Thurgau, Pinot Bianco, Pinot Grigio, Riesling, Sauvignon Blanc, Soave, Trebbiano, Verdicchio, Zinfandel Blush.

SALE
PRICE69⁹⁹REG
PRICE107⁹⁹LIMITED QUANTITIES.
NO RAINCHECKS!

Multiple Bottle Washer

Clean up to 12 bottles at a time. Attaches to any sink.

OUR PRICE
59⁹⁹

COMPARE AT
75⁹⁹



Synthetic Oak Barrel

30 litre capacity.

OUR PRICE
69⁹⁹

COMPARE AT
99⁹⁹



SAVE
\$46⁰⁰

SAVE
\$78⁰⁰

Distiller

Easy to clean and sterilize. Includes: 4L PET collection jug, 6 Carbon filters (good for 24 batches), 500g cleaner, Easy to follow instructions.

STANDARD
OUR PRICE
174⁹⁹

REGULAR PRICE
220⁹⁹

THERMOSTATICALLY CONTROLLED
OUR PRICE
220⁹⁹

REGULAR PRICE
299⁹⁹



54 Litre Glass Demijohn

OUR PRICE
72⁰⁰

COMPARE AT
92⁰⁰

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



Beer Draft Dispenser

All-in-one self-contained draft beer refrigeration and dispensing system!

SALE PRICE
599⁰⁰

REGULAR PRICE
739⁰⁰



Carboy Mop

Attach to an electric drill and clean those hard to reach carboy interiors!



SAVE
\$13⁰⁰

OUR
PRICE
21⁹⁹

COMPARE
AT
34⁹⁹



SAVE
UP TO
\$5⁰⁰

Screw Cap Wine Bottles

Case of 12 750ml bottles,

SALE
PRICE
16⁹⁹

COMPARE
AT
21⁹⁹ EA.

Wine Thief

NOW
ONLY
12⁹⁹

COMPARE
AT
17⁹⁹

SAVE
\$5⁰⁰

Plastic Corks

#9 Long,
Bag of 30.

SALE
PRICE
1⁵⁰

REG PRICE
6⁹⁹



SAVE
75%



SAVE
50%

VINOAIR

Wine Aerator

An essential tool to coax the full flavour and aroma from wine. No pre-decanting necessary, just aerate while you pour. Limited supply, no rainchecks.

SALE
PRICE
15⁹⁹

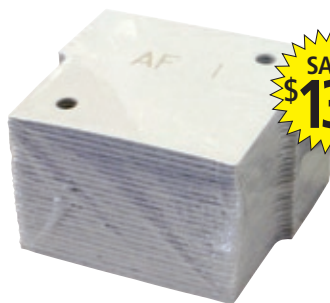
REG PRICE
29⁹⁹

Square Filter Pads

Bulk Pack, 8 sets of 3

SALE
PRICE
12⁷⁵

COMPARE
AT
25⁹⁹



SAVE
\$13²⁵

One Stage Fermenter

An easy, reliable way to brew good beer. The entire fermentation process takes place in this one 23 L food-grade plastic carboy / dispenser. Includes bottling tap.

SALE
PRICE
49⁹⁹

COMPARE
AT
65⁰⁰



SAVE
\$15⁰⁰

Monthly Winemaker Classes

Given by knowledgeable and experienced staff once a month with a minimum 10 registrations. Classes will take place on the last Saturday of each month starting at 2 pm (1 – 2 Hours) at the Sargent Store location. You will be contacted if the class is being held that month. Each month a different topic of interest is covered. Limited seating available.

sign up at www.brewersdirect.com/resources/wine-classes/

October – Filtering Your Wine with a Buon Vino Filter System and Corking Your Wine

November – Learning How to Make Liqueurs

December – Learning the Benefits of Additives for your Wine

BOTTLING Promo Pak

- 30 Regular U-Bag 9 reg corks
- 30 shrink caps
- 30 labels

NOW
ONLY
6⁰⁰

REG
PRICE
11⁹⁹



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!

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