



# BrewNews

Volume 19

Issue #4- 2011

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## They've Been Announced!

I know you've been waiting all year for this. So let's get straight to it. The varieties have been announced for this year's RJ Spagnols and Winexpert Special Edition kits. Once again there is a stellar lineup from both manufacturers.

### RJ Spagnols Cru Select RQ2012



These kits are released in limited quantities and supplies may not last. Please reserve your kits to avoid disappointment. Details and reservation forms are on the next page.

### Winexpert Limited Editions

Craft your own *Masterpiece!*

with Selection Limited Edition Series 2011.



#### What You Get

- Premium Quality 6-week wine kits.
- Buy one or buy them all.
- Will produce commercial quality wine with proper ageing.
- Beautiful professionally designed wine labels in each kit.
- Unique one-of-a-kind wines that will age gracefully for years to come.

## Best Sellers

### Wine Kits

- Grand Cru Pinot Grigio
- Grand Cru Cabernet Sauvignon
- Grand Cru Liebfraumilch
- Grand Cru Sauvignon Blanc

### Beer Kits

- Morgans Canadian Blonde
- Brew House Red Ale
- Morgans Canadian Light
- Brew House IPA

Shop On-line  
24 hours a day!



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# RJ Spagnols Cru Select Restricted Quantities

## HANG TEN—CALIFORNIA (Muscat Symphony-Sauvignon Blanc-Chardonnay) \$106.95

California brings together the best of vine and sea. Surfing and wine are essential to Californian culture. This wine blends together three fun loving varietals captured in one notorious Californian phrase “Hang Ten”. Sit back, relax and embody Californian lifestyle with this easy drinking wine sure to impress.

This wine blends together three fun loving varietals captured in famous Californian surfing lingo: “Hang Ten”. Sit back, relax and embody Californian lifestyle with this easy drinking wine that is sure to impress. A luscious blend with flavours and aromas of peach, apricot, baked apple, and pear. This soft white wine also has a hint of tropical fruit.

**OAK 0 BODY 2 SWEETNESS 1 RELEASE MONTH: December 2011**

## TORO—SPAIN (Monastrell-Tempranillo-Cabernet Sauvignon) \$110.95

It is difficult to envision Spanish culture without their infamous icon – the bull or Toro. A Toro is bold, aggressive and intense, a fitting name for this powerful wine you are sure never to forget.

Red ripe fruits with a little bit of anise, hay/straw, dried prune, cherries and blackcurrant entice the nose. Coffee with black pepper or dried leaves are layered with the sweetness of fresh cherries and strawberries.

**OAK 4 BODY 3 SWEETNESS 0 RELEASE MONTH: January 2012**

## TANGO—ARGENTINA (Tempranillo-Malbec) \$132.95

A significant expression of Argentine culture, the tango is smooth, sexy and romantic. The Argentine people have gained global attention for their flawless tango and recently received international praise for perfecting their wines. It is their love for both that has inspired our wine ‘Tango’.

Rich flavours of ripened cherries and dried prunes carry throughout. The dark notes present a hint of chocolate or coffee. Aromas of eucalyptus, violets, black cherry and black currants entice the nose while the sweet ripe apple finish will have you wanting more especially if you like a blend of French and American oak chips.

Contains GenuWine™ Grape Skins.

**OAK 4 BODY 4 SWEETNESS 0 RELEASE MONTH: February 2012**

## DOWN UNDER—AUSTRALIA (Shiraz-Cabernet-Petit Verdot) \$132.95

The unique red, rich, fruit flavours are topped with aromas of red currants, chokeberry with hints of sour cherry and cherry. Dried fruit notes are present in the nose and dried prunes or figs in taste.

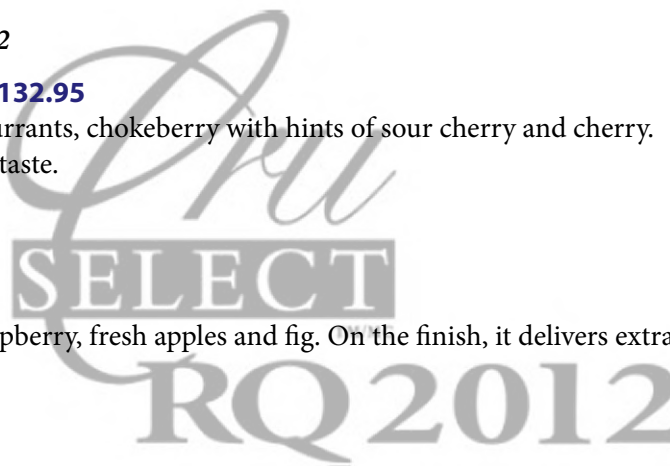
Contains GenuWine™ Grape Skins.

**OAK 3 BODY 4 SWEETNESS 0 RELEASE MONTH: March 2012**

## DOWN UNDER—AUSTRALIA (Syrah-Merlot Rosé) \$106.95

This Rosé offers floral notes of honey and flavours of strawberry, raspberry, fresh apples and fig. On the finish, it delivers extra light tannins and a slightly sweet finish.

**OAK 0 BODY 2 SWEETNESS 1 RELEASE MONTH April 2012**



**You could win your RQ kits! On April 30, 2012 we will draw a name from our RQ Reservation list. If your name is drawn you'll win a gift card equal to the value of all RQ kits you reserved and purchased.**

**Bonus! Prepay your RQ kits when you order before Dec 31st and you'll get FREE corks & shrink seals.**

name	phone	Dec white	Jan red	Feb red	Mar red	Apr rose
		QTY	QTY	QTY	QTY	QTY

**Drop this form off or order by phone, email (rq@brewerylane.com) or online (www.brewerylane.com)**

**Brewery Lane – Coaker’s Meadow Plaza, Torbay Rd. 709-754-4090 • Mt. Pearl Plaza, Commonwealth Ave. 709-745-1140**

# Winexpert Selection Limited Edition

## WASHINGTON MERITAGE (\$134.95)

A blend of Cabernet Sauvignon, Cabernet Franc and Petite Verdot, this wine features great extract, deep colour and intense aromatics of dark berry fruit, cassis, peppery spice, cedar and smoke. The seductive nose of this wine foreshadows magnificent texture and flavour, including dark berries, liquorice, vanilla and warm brown spices that glide across the palate. The texture and mouthfeel of the wine offers up silky tannins and a velvety smooth structure.

**SWEETNESS CODE 0 (DRY) RELEASE MONTH: January 2012**

## SOUTH AFRICAN SAUVIGNON BLANC-SEMILLON (\$134.95)

Sauvignon Blanc has wild, herbaceous flavours and tart, grapefruit-like character, which shows strongly in the young wine, while Sémillon has flavours of honeydew melon and sweet honey that take a bit longer to come out. Together the two grapes make a lush, balanced wine with great up-front fruit and a satisfying, rich finish.

**SWEETNESS CODE 0 (DRY) RELEASE MONTH: January 2012**

## CALIFORNIA PETITE SIRAH / ZINFANDEL (\$134.95)

Grippingly tannic, bold and deeply coloured Petite Sirah complements the jamminess of Zinfandel, taming the abundant blueberries and blackberries with a hint of dark cherry and vanilla. Full-bodied with a lingering palate and peppery spice, this is a wine of unprecedented power and length.

**SWEETNESS CODE 0 (DRY) RELEASE MONTH: February 2012**

## GERMAN TRAMINER SPÄTLESE (\$134.95)

Traminer is the parent of the more familiar Gewürztraminer and Spätlese is a German wine term meaning 'late harvest', indicating a wine made from fully mature grapes that are picked at least 7 days after normal harvest, so they are riper and have higher sugar levels. This is a gently golden-coloured wine, unmistakable in its heady, aromatic intensity, with a pungent fragrance of lychee, tropical fruit and rose petals. Its flavours are ample, lusciously fruity and spicy.

**SWEETNESS CODE 1 (OFF-DRY) RELEASE MONTH: March 2012**

## SPANISH MATADOR TRIO RED (\$134.95)

Tempranillo are deep blue-black berries, high in colour and extract, with delicate aromas. Cabernet Sauvignon's small berries yield high tannins and intense structure, while Monastrell adds grip, earthiness and ripe red fruit. Lush, tannic and complex, with intense black fruit flavours of black cherry, raspberry, black currant and notes of plums and tobacco, the wine takes gracefully to oak, adding layers of vanilla, cedar and rich coffee nuances.

**SWEETNESS CODE 0 (DRY) RELEASE MONTH: April 2012**

Craft your own  
Masterpiece!

**All Winexpert Limited Edition wine kits must be reserved by December 5, 2011.**

**Winexpert has a strict cut-off date. Once this deadline has passed it will not be possible to order Limited Edition kits.**

name	phone	Jan white	Jan red	Feb red	Mar red	Apr rose
		QTY	QTY	QTY	QTY	QTY

**Drop this form off or order by phone, email ([le@brewerylane.com](mailto:le@brewerylane.com)) or online ([www.brewerylane.com](http://www.brewerylane.com))**

**Brewery Lane – Coaker's Meadow Plaza, Torbay Rd. 709-754-4090 • Mt. Pearl Plaza, Commonwealth Ave. 709-745-1140**



The Glad Hatter's story is as unusual as the Hatter himself. Some say he roamed the countryside entertaining people with his antics, and that he carried a secret

stash of delicious wine he kept tucked under his enormous top hat. Others say his hat was magic, and that he used it to conjure wine for friendly villagers he encountered in his travels. But no matter his story, everyone agrees on one thing - the Glad Hatter's wine was always wonderful. Now, you can enjoy these delicious varieties too. Whimsical, bold and colourful, like the Glad Hatter himself - these

wines will thrill and delight you and your guests, everyday.

*Glad Hatter. The Wine with Dash.*

The Glad Hatter offers winemakers outstanding new and exciting wines from the world's leading vineyards. With ten delicious varietals to choose from, there's sure to be a choice that fits your occasion, and the story you want to tell! We guarantee that you will be proud to craft and serve these wines as well.

The Glad Hatter products are crafted by our winemakers at RJ Spagnols, and are blended to perfection using high quality grape juice and concentrates from around the world. Each offering contains 9 litres of product. This makes 23 litres, or approximately 30 bottles, of finished wine. Wine can also be crafted at select craft winemaking establishments (where permitted by law) or bought at craft wine-making retailers and crafted at home by you. The process is easy, fun and the advantages are endless! Glad Hatter products can be found at participating RJ Spagnols retailers across Canada and the United States.

**Glad Hatter wine kits—the wine with dash— is now available at Brewery Lane.**

## GET THE INSIDE TRACK! FRESH CONTENT, BREAKING NEWS, SPECIAL DEALS & INDUSTRY RELATED ARTICLES.

Like our **Facebook Page** and you'll get the inside track on what's new & exciting. Check your Facebook every day for announcements, special deals and perks for our Facebook friends only. **Like us now to get in on November's Deal of the Day.** A great deal every day for the whole month of November! Like our Facebook page now. Go to [www.facebook.com/brewerylane](http://www.facebook.com/brewerylane)

**Congratulations to Sheri Howell! Sheri was the winner of a Vinturi Wine Aerator in our "Like Us on Facebook" sweepstakes.**



## Holiday Cran Apple Chardonnay

**It's a Christmas tradition...make a toast to the holiday season!**

Holiday CranApple Chardonnay is a low alcohol white wine, featuring tart green apples balanced out by smooth white cranberries to create an easy drinking wine with a crisp, refreshing finish.

**All Orchard Breezin' kits are on sale! Go to page 6 for details.**

# What They Want! Our Most Popular Gift Items.

## Bottle Tree

What is it? A plastic draining stand for bottles. After washing your bottles you hang them upside down on the plastic fingers. This allows the bottles to drain onto the water collecting base. **Why you need it:** Holds 45 to 90 bottles in a compact space. Allows your bottles to drain. Keeps your working area dry and uncluttered.



## Sulphiter

What is it? A plastic bowl with a built-in pump for spraying sanitizing solution into your wine bottles. **Why you need it:** Saves time while doing a thorough job! Just one pump sprays the inside of your wine or beer bottle with sanitizer. Can sit on the top of your bottle tree to give you a more compact work area.



## Bottle Filler

What is it? A plastic rigid tube with a valve on the end. Attaches to your siphon hose. **Why you need it:** Makes filling bottles much easier and less messy. Just insert the tube into your bottle. When it touches the bottom of the bottle it will start filling. Lift it to shut off the flow and move to the next bottle.



## Brew Belt

What is it? An electric heating belt that wraps around your fermentor. **Why you need it:** Keeps your wine or beer at optimum brewing temperature. Fluctuating temperatures can cause yeast damage which will affect the quality of your wine. Helps prevent gassy wine. Your wine will clear faster and taste better. Saves on energy bills; you don't have to heat a complete room.



## Stirring Rod

What is it? A metal or plastic wine stirrer. Fits your electric drill. Stirs your wine to remove gas. **Why you need it:** Quickly degasses your wine. No more stirring until your arm falls off! A great gadget that every winemaker should have.



Available in plastic or a durable stainless steel model.

## The Thief

What is it? A long rigid plastic tube with a valve at the bottom used for taking wine or beer samples. **Why you need it:** Makes taking samples for hydrometer readings a breeze. Just slowly lower the thief into the neck of your carboy or bucket and it will start to fill up. When it's about two inches from the top lift it out of the wine or beer. You can then drop your hydrometer directly into the thief to take a reading.



## Blast Bottle Washer

What is it? A pressure washer for bottles that attaches to your faucet. **Why you need it:** Greatly reduces bottle washing time and even makes it fun. This little gadget will cut your washing time in half! A bottle is inverted onto the Blast nozzle and a sharp spray of water is injected into it. Great for rinsing bottles after cleaning and sanitizing. Also available in a Double Blast model that washes two bottles at a time.



## Auto Siphon

What is it? A mechanical siphon pump that replaces your racking tube. It attaches to your plastic siphon hose. **Why you need it:** No more sucking! Starts your siphon quickly with just one stroke of the pump. Sanitary and simple to use. This is one of our best-selling items.



## Carboy Handle

What is it? A lifting handle that attaches to the neck of glass or Better Bottle plastic carboys. **Why you need it:** Makes lifting heavy carboys safer and easier. Helps prevent back injuries. Secure and easy to install.



**ALL ITEMS ARE ON SALE! CHECK THE FLYER INSERT FOR DETAILS**

Brewery Lane – Coaker's Meadow Plaza, Torbay Rd. 709-754-4090 • Mt. Pearl Plaza, Commonwealth Ave. 709-745-1140

Think Green, Drink Green

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# Brew News Specials

## Barons Beer Kits

**SAVE \$5**

Premium bag in box beer kit. No sugar to add. No boiling!

**Takes 20 minutes to prepare.**

**Drink it in 4 weeks!**



Sale ends December, 23/11

## Green Bordeaux Bottles

**\$13.95**

case of 12



Clean & ready to use! You're busy this time of year. Make bottling less stressful. Just rinse and fill.

Sale ends December, 23/11

## FREE VINTURI WINE AERATOR



When you purchase 2 Cru Select or Cellar Classic Kits



Or buy 1 & get a Vinturi for 1/2 price.

Sale ends December, 23/11

## FREE HAND CORKER

when you purchase our complete wine & beer starter kit

Our starter kit is already the best deal in town (see ad on next page) but this takes it to another level! Get someone started. It's more fun with a friend.

Sale ends December, 23/11

## Canned Beer Kits

**SAVE \$1**

On all regular priced canned beer kits and cider.



Sale ends December, 23/11

## Brew House Premium Beer Kits

Made from 100% malted barley & fresh hops!

**SAVE \$6**

when you buy 2 or more or save \$4.00 on a single unit.



Micro-brewery style

Sale ends December, 23/11

## Orchard Breezin' & Island Mist

*A refreshing alternative to wine or coolers*

*A perfect balance of fruit & wine*

**Buy 1 SAVE \$5**

**Buy 2 or more SAVE**

**\$6 on each kit!**



Sale ends December, 23/11

## Heritage Estates Wine Kits

**SAVE \$5**

**WHEN YOU BUY 2 OR MORE**

**or save \$3 on one**

Fast maturing, light to medium bodied.



Sale ends December, 23/11

Not valid with any other offer.

**BUY 2 OR MORE  
GRAND CRU KITS & GET**

**\$6.00 off  
EACH KIT**

**Or \$5.00 off a single unit**

Coupon expires December 23/11. Regular priced items only.

Not valid with any other offer.

**BUY 2 OR MORE  
CRU SELECT KITS & GET**

**\$10.00 off  
EACH KIT**

**Or \$8.00 off a single unit**

Coupon expires December 23/11. Regular priced items only.

Not valid with any other offer.

**BUY 2 OR MORE  
VINO DEL VIDA KITS & GET**

**\$6.00 off  
EACH KIT**

**Or \$5.00 off a single unit**

Coupon expires December 23/11. Regular priced items only.

Not valid with any other offer.

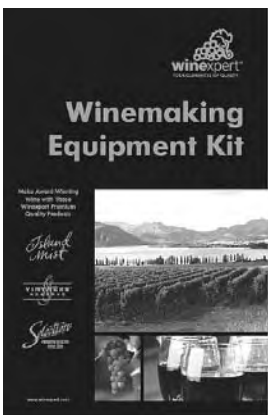
**BUY 2 OR MORE  
VINTNERS RESERVE KITS & GET**

**\$6.00 off  
EACH KIT**

**Or \$5.00 off a single unit**

Coupon expires December 23/11. Regular priced items only.

## Equipment Starter Kit



Everything you need to make wine or beer! You get all the necessary equipment including a Better Bottle™ Carboy and at a discounted price. You pay only \$99.95 plus tax.

But that's not all! When you purchase a starter kit you'll also receive a 30% discount on any regular priced wine or beer ingredient kit.

Our starter kit is already a great deal but we want to see more people enjoying this fascinating hobby. Buy a starter kit and we will give you a \$20 gift card that you can use on a future purchase.



**\$20 Gift Card**



with purchase

## Purified Water

Made fresh daily! Our Purewater goes through a **five stage purification** process that makes it the **safest**, best-tasting water you'll find anywhere!

**Present this coupon and save  
\$5 on a new five gallon bottle plus  
you get 4 FREE fill-ups**



**\$4.00**  
5 gallon

**\$3.00**  
3 gallon



**\$1.00**  
1 gallon



**\$2.00**  
2 gallon

## SCAN TO WIN

Recent winners: Martin Boland, Bob Newhook, Jamie Jennings, Al Penney, William Andrews, Judy Thomas, Kaetan Waghmare, Raymond Tucker, Don Bradbury, Allen Brown, Pat Morrissey, George Windsor, Christopher Ford, Eric Way, Robert Kelly, Wayne Ludlow, Patrick Feehan, Keith Windsor, Wilson Carew, Shawn Flemming, Arlene Penney, Jerry Simmons, Patrica Fagan, Ross Ivany, Ross Poole, Andrew Dawe, Greg Hart, Robert Clarke.

### \$100 Gift Card Winners

Patricia Fagan

Patrick Feehan

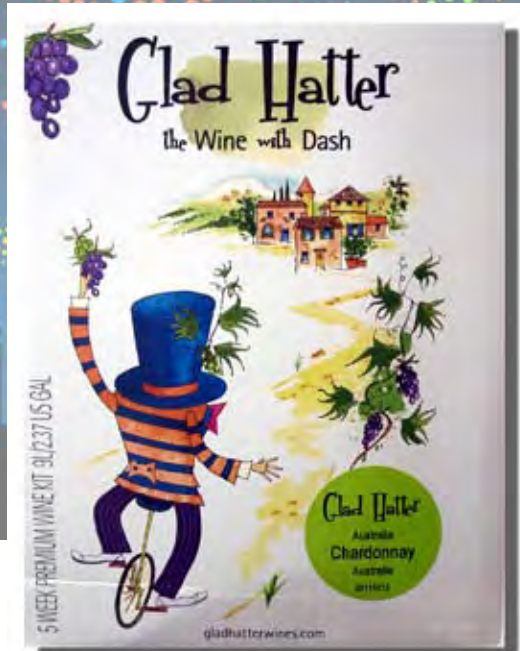
### En Primeur Winners

Neil Flynn

Darren Spurrel

# IN THE SPOTLIGHT

## FREE SHRINKS & CORKS!



LABELS INCLUDED



**craft winemaking**

286 Torbay Road  
St John' NL A1A 4L6



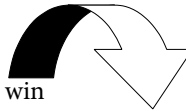
Open 7 Days a Week!



## Scan To Win

Great prizes available!

Scan here for a chance to win



Please do not remove this label.

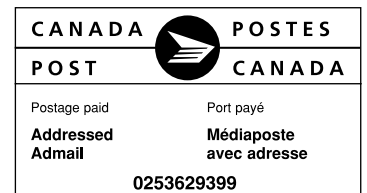
Bring in the complete newsletter for scanning.

find us on

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follow us on

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# Win!



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