



Summer 2008

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## Best Sellers

### Wine Kits

1. Grand Cru Piesporter
2. Grand Cru Liebfraumilch
3. Grand Cru Cabernet Sauvignon

### Beer Kits

1. Morgans Canadian Light
2. Coopers Canadian Blonde
3. Brew House Cream Ale
3. Brew House Red Ale

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24 hours a day!



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## Degassing: the Key to Great Wine from Kits

Most people assume the difference between commercial wine and kit wines is due to raw materials, but that isn't so: kit wines use the same grapes, juices and concentrates that many large wineries use in their commercial offerings. The actual difference between kit winemaking and other types lies in the production schedule. Kits are designed for ease-of-use and sure-fire results from the first time out. The means getting them fermented quickly (which helps deny spoilage organisms the opportunity to breed and ruin the wine) and in the bottle before they can be spoiled by oxygen. This means that wine from kits goes from the box to the fermentor to the bottle in a very short period of time, usually less than 8 weeks. With the exception of Beaujolais Nouveau, very few commercial wines are bottled this quickly.

This foreshortened production schedule doesn't harm the quality of the finished wine, since fermentation activity is almost always complete within 14 days in any wine but it does pose some complications due to carbon dioxide gas (CO<sub>2</sub>).

When wine is fermented, the yeast consume and metabolise sugars, converting them into alcohol, carbon dioxide gas, and a bunch of lesser compounds (esters, ketones, aldehydes and a bunch of others, all of which contribute to flavour and aroma). Most of these compounds make their contributions but CO<sub>2</sub> isn't intended to be a final participant in the wine—unless you're making champagne.

CO<sub>2</sub> dissolved in wine produces some odd effects. First, it produces carbonic acid when in liquid solution, giving it a sour and unpleasant flavour. Second, it changes the mouth-feel of the wine. If you're not expecting the prickle of CO<sub>2</sub> it can be surprising. Third, the gas itself seems to trap some of those fermentation aromas generated by the yeast, making the wine seem less fruity than it should be, and perhaps even a little stinky.

There's the other issue with dissolved CO<sub>2</sub>: clearing. If there's dissolved carbon dioxide in the wine when you add your fining agents it will bubble and fizz, preventing the finings from doing their job, preventing the yeast from settling out, leaving your wine cloudy and undrinkable.

At commercial wineries the finished wine is aged in bulk or in barrels, usually for over a year, giving the CO<sub>2</sub> gas plenty of time to come out of solution. In sealed barrels the gas escapes even faster, as sealed oak barrels develop negative pressure, actually vacuuming the CO<sub>2</sub> out of solution very rapidly. Large wineries very rarely worry about degassing issues.

Kit wines substitute vigorous stirring for longer processing in order to effect degassing. Winexpert kits all contain the direction 'Stir Vigorously' at the fining/stabilising process, somewhere around the three-to-four week mark. This is a bit ambiguous (usually due to limitations of space in the instructions) but it really means 'stir until there is no more CO<sub>2</sub> gas dissolved in the wine'.

In order to accomplish this, you need to stir hard—much, much harder than you will ever stir anything else in your kitchen, or even your paint can. It helps to think of it less as 'stirring' and more as 'agitating'. You really need to beat the wine, to show it who's the boss. The trick is to tear the spoon through the wine, jostling the CO<sub>2</sub>, whacking it out of solution.

It can be pretty hard to stir strongly enough to get all of the fizzies, out, especially if you have some issues with upper body strength, or your grip. The answer for saving your arms, and your time, and your wine is the Wine Whip. Constructed from HDPE (the same plastic that is used in primary fermentors and plastic carboys) You secure the shank in the chuck of a 3/8 inch drill (use an AC model: battery-powered drills often run out of pep just when you need them), stick the

...See *Degassing page 4*



## Cider Press Sparkling Ciders

Care to taste something a little different? Vinoka's refreshing and cool, first-class Sparkling Cider kits will hit the spot for the home brewer and winemaker. Produce your own premium quality sparkling ciders with incredible completeness of aroma and taste.

**Also available: Vinoka Ice, Vinoka Hard Lemonade & Vinoka Hard Cranberry Lemonade!**



## From The Editor

with Bill Reddy

I guess by now you have fired up the barbecue at least a couple of times and have sampled the results of your earlier wine and beer making endeavours. Summer is finally here and if you're like us, your stock will tend to diminish a little faster during the longer, warmer days. That's why it's a good idea to make up a few batches now before the torpor we all experience during the long, hot summer days sets in. I know from experience that my stocks will be pretty low come September that's why I have five carboys perking away as I write this and another ready to go. This is an ideal time to make wine or beer. The temperature is warmer

but not too hot and your wine will be nicely aged for the holiday season. We have some great specials on now so take advantage of it and get a few batches going before you sit back and enjoy the summer.

Mist wines are always a big hit during summer months. Everyone seems to enjoy them and they are great thirst quenchers. Check out the new offerings in Orchard Breezin' and Island Mist. These kits are ready to drink in four weeks so you have plenty of time to get one going. Go to page six and check out this issue's specials on our mist wine kits.

I hope you enjoy your summer. ♦



## Making Liqueurs

with Ken Reddy

### The History of Moonshining & Bootlegging

The illegal production of alcohol is commonly referred to as Moonshining. This name comes from the night runners who smuggled brandy from France to England in the early years. They were known as moonshiners. Moonshining has a rich history in the United States that began shortly after the American Revolution. The expense of a long war made it necessary to put a tax on liquors and spirits. The American public was not pleased so they started to make their own spirits. This soon became a valuable source of revenue for some farmers who could survive a bad crop by turning their corn into much more profitable corn whiskey. Federal Treasury agents known as "revenuers" were sent by government to try and stop the illegal production of whiskey or at the least to collect taxes. This caused resentment and the revenuers would be attacked by the people, some were even tarred and feathered.

This finally came to a head in 1794, when several hundred angry people rebelled against the tax on alcohol in Pittsburgh. Troops were sent in to break up the mob and the leaders were arrested. This became known as the Whiskey Rebellion; the first major test for America's new government.

This didn't stop the illegal production of whiskey though. Especially in the southern states. The areas

in and around the Appalachia mountains has a history that's steeped in the small scale production of Moonshine Whiskey, as a part of its culture. These moonshiners were soon producing a product that was much in demand and of good quality. They set up their operations in the woods near small rivers and creeks to insure a steady supply of water and good cover. These moonshine stills were closely guarded secrets and very few in the community knew their location. Some of these illegal stills produced thousands of gallons of whiskey a year so it's no wonder the government used all their resources to try and collect taxes.

The feud between the moonshiners and the revenuers became the stuff of legends, with all degrees of violence and plenty of bloodshed. This violence escalated in the late 1800's, when the government tried harder to collect taxes because of the Civil War. The moonshiners joined forces with the KKK and started to harass and brutalize the local people who disclosed the location of their stills to the revenuers. The tide finally turned and this eventually led to the Temperance Movement that swept the United States as it moved into the 20<sup>th</sup> century. ♦

*Part 2 in the next issue of Brew News.*



# On The Beer

with Mark Wood

## When In Rome, Burn It Down

Welcome to Newfoundland Labrador, the cultural and financial epicentre of North America. Our tour guides Smokin' Joe and Jimmy Two Fires will brief you on how to make the most of your vacation here this summer, where to go, what to do and how to do it.

Smokin Joe: "Go and have a look at some icebergs and whales but don't get too close to the edge of the cliff. It drops off right sharp just like it does on the map. There's a fine line between sightseeing and you being just another blip in the news."

Jimmy Two Fires: "Try the local cuisine. The menu might advertise a large fish and chip with dressing and gravy but ask for a massive Fi/Chi/D & G with a large fork."

SJ: "Do not get Screeched In. The practise of downing shots of rum was merely a ploy by the Newfoundland Liquor Corporation to sell more of their product to tourists. With the development of our oil fields we've abandoned the cultural mockery and have no need to stoop to such shenanigans. We've got lots of money now."

J2F: "Not to say that you can't have fun though."

SJ: "Absolutely! When in Rome, burn it down."

J2F: "Everybody whose anybody is hanging around the fire pit bailing back the Smokey Browns and practising the fine art of conversation."

SJ: "Lots of mainlanders like yourself coming here looking for jobs these days too."

J2F: "Yep, Bob Dylan and Leonard Cohen even worked here recently."

SJ: "We've even got a name for people who come here to work. We call them Newfoundlanders."

J2F: "It's a compliment. If you can eke out an existence here you can survive anywhere."

Enjoy your visit and watch for moose, on a menu they're great, on a highway...not so great.

*Mark Wood is a feature writer for the Independent(.ca)*

*Smokin' Joe is a recluse with cult status.*

*Jimmy Two Fires handles all our correspondence. jimmy2fires@gmail.com*

## Extra Cru Select Restricted Quantities Available



All of this year's preordered RQ's have been picked up so we are releasing any extras we have in stock. If you missed out on last year's release here's a great chance to stock your cellar with these outstanding wines. We only have a few left so hurry in or call us if you wish to reserve one.

## Winners

Join the fun! Bring in your newsletter and play **Scan to Win**. You can win great instant prizes and you'll be entered in our draw for a chance to win the **Brew News Super Prize**.

Every mailing label has a unique code. If yours matches one of the codes in the computer you're an instant winner. You can win too just like these lucky players:

Jim Murray, Loyola O'Rielly, Wayne Hollett, Viola Mulroony, Mona King, Keith Guzzwell, Dave Osmond, Harold Press, Fred Burke, Bert Hannaford, Barry Brophy, Dennis Harris, Larry Hunt, Maxine Kendall, Claudine Stoyles, R.A. Mason, Margaret Price, Stan Mercer, Bruce Parsons, Gerard Lewis, George Hicks, Heber Williams, Barry Taylor, Shirley Ryder, Pamela Parsons, Ed Flynn, Terrance Hounsell, Bernard Walsh.

### Super Prize Winners

**Len & Marilyn Pike  
and  
Helen Rowe**

**Each Won A  
\$100 Store Credit!**

## BREW CLUB

### NEWS

#### **Brew Club Benefits**

Here's what you get

#### **Brew Points**

You receive one point for each dollar you spend\*. When you accumulate 300 points you can convert them to a \$20 instant bonus. Use this bonus towards anything you purchase in our store.

*\*Points are not awarded for sale or discounted items.*

#### **Brew News**

You receive our quarterly newsletter mailed to you FREE of charge.

#### **You Save!**

You receive valuable coupons and special offers with every issue of *Brew News* and at other times throughout the year.

#### **Brew Points Tip**

You have the option of using your \$20 Brew Points Bonus immediately after you reach the 300 point plateau or you can choose to leave it for another time. You might want to use your bonus to purchase a premium kit. You can also accumulate bonuses and save them for a special purchase.



## Beginner's Corner

with Kevin Reddy

### Late Extract Method

If you've been brewing beer for a while you probably learned that the best way to make beer from canned kits (malt extract) is to do a concentrated boil. I like to read as much about beer making as possible. A while back, I read an article on the Brew Your Own web site (byo.com). It explains the "late extract method" where you add the malt extract late in the boil to prevent your beer from getting too dark. This is important if you are making a light coloured beer. The manufacturers of malt extracts have worked hard to produce a quality product and have kettle boiled the malt extract to kill of any harmful bacteria so extensive boiling by the homebrewer is not necessary.

For the late extract method; first you bring about 2 gallons of water to a boil. Add your sugar or malt syrup and boil for about 10 to 15 minutes. Turn off the heat

and add the beer kit and stir until completely dissolved. Cover the pot and let stand for 15 minutes. This will ensure that the kit will be pasteurized. Add the wort to the fermentor and top up to 23 litre mark with cool water. Check the wort with a thermometer before adding the yeast. Ensure the temperature is at 23 to 25 Celsius. If you wish to steep some grains or add hops to your beer, stir in about 1 cup of malt extract from your kit at the beginning of the boil. This will help with better hop flavour extraction. Boil the hops, sugar, liquid from steeped grains, and malt extract for about one hour. Turn off the heat and add the remainder of the beer kit. Cover and let stand for 15 minutes.

If you have more questions about the Late Extract Method please drop by and I'll be happy to answer your questions. ♦

### ...Degassing

whip end into your wine and pull the trigger to stir with a lot of vigour.

Place the head of the whip all the way to the bottom of the vessel and give the drill a one to two-second stir. If the wine is heavily saturated with carbon dioxide and very foamy, this will give you a chance to test the waters without decorating the ceiling with Cabernet—if you charge in full-bore you might get a violent evolution of CO<sub>2</sub>. When you're sure it's safe, proceed with full-speed stirring. Next, read the fining/stabilizing procedures. Wherever they direct you to stir, use the drill in one direction, clockwise or counter-clockwise for sixty seconds. When they require you to make an addition and stir again, change the direction of the drill and go for another sixty seconds, until all the additions are in.

There are a couple of things to note here: CO<sub>2</sub> saturation is a tricky business, and depends on two factors. First, CO<sub>2</sub> is soluble in a liquid solution in inverse proportion to the temperature of that solution. In other words, colder wine will hold more gas, and be harder to stir well enough to get all the fizz out. Keep your wine in the specified temperature range (usually 65°-75°F, 18°-24°C) and you'll have a much easier time of it.

But that's it: with a Wine Whip and an inexpensive drill you can completely de-gas your wine with much less effort than without one, giving a finished wine that's much more polished, easier to filter, and smoother tasting than wines that have retained CO<sub>2</sub>.

# Investigative Action

with Julia Reddy

## Plastic Water Bottles & Bisphenol A

Recently, Health Canada completed a risk assessment of the chemical Bisphenol A commonly found in a multitude of products including baby bottles and most blue reusable polycarbonate water bottles. Since Bisphenol A is a component of some of the water bottles sold at Brewery Lane stores, and because many of our customers bring in these bottles from other sources, Brewery Lane has taken investigative action to ensure the health of our customers and their families.

Canada was the first country in the world to conduct a risk assessment on Bisphenol A, a chemical used in millions of products from eyeglass lenses to automobiles. It was developed and put on the market in the 1950s. The area for concern is the use of Bisphenol A in baby bottles and food and beverage containers.

Health Canada assures the public that they can continue to use canned products and bottled water because the exposure to Bisphenol A is extremely low, and much higher levels are needed to cause adverse effects.

Here are some recommendations for keeping your Bisphenol A exposure to a minimum:

1. Avoid putting boiling water in your water bottles, as this can cause Bisphenol A to migrate into drinking water at a much higher rate.
2. Do not store anything other than water in your plastic water bottles; acidic or basic substances can draw Bisphenol A out of the plastic.
3. Keep your plastic water bottles out of direct heat or sunlight.
4. Replace your water bottles every 1-2 years depending on use.
5. Avoid storing water in your plastic water bottles for over 14 days.

# New In Our Stores

## Vinoka Wine Coolers & Ciders

Making premium quality wine coolers and ciders just got even better with the easy to make natural Vinoka refreshment products. Each of these delicious and refreshing alternatives to beer and wine, contain only the purest natural flavours along with premium grape and apple bases.

## Orchard Breezin' Cranapple Chardonnay

This low alcohol white wine features tart green apple balanced out by smooth white cranberry to produce an easy drinking wine with a crisp, refreshing finish.

This seasonal release is always a big hit during the holidays. Our stock usually sells out pretty quickly. We were fortunate enough to acquire a small quantity of last year's release. So if you want to have one of these going this summer here's your chance. But you better hurry because they won't last long.

## Island Mist White Cranberry Pinot Gris

Get ready to mist-behave again this year with new Island Mist White Cranberry Pinot Gris!

This exciting addition to the Island Mist line-up is a spectacular crystal white colour which is the result of a special blend of white cranberry and pinot gris. White cranberry juice is somewhat less tart than regular cranberry juice due to an earlier harvest than the traditional red cranberries. Winexpert's White Cranberry Pinot Gris bursts with the sweetness that has made White Cranberry a unique and popular flavour in juice, and now Winexpert brings that flavour to you as part of our refreshing line of Island Mist varieties. This wine is very easy to drink and is perfect for backyard barbecues and sharing with friends.

## New Vintners Reserve 10 Litre Wine Kit

Winexpert is excited to announce that a great new 10 litre Vintners Reserve wine kit will be replacing the current 7.5 litre wine kit. This new package provides you the opportunity to make a larger size wine kit for the same price as the 7.5 litre. The Vintners Reserve quality that you've come to know and expect will be delivered in this new package. ♦



# Brew News Specials

## En Primeur Ultra Premium

*"A new standard in wine excellence"*

This award-winning series (69 medals in 2007 WineMaker competition) has now been reformulated to be even better! Now contains **Genuwine™** winery dried grape skins.



New & Improved!

Sale ends July 27/08

**\$20 Gift Card**

WITH PURCHASE

## Coopers Canadian Blonde



Beer kit prices are on the rise. We have made a special purchase on Coopers Canadian Blonde. Stock up while supplies last. This is perennial top three seller!

Until supplies last

**\$14.95 Each**  
or a case of 6 for  
**\$79.95**

## Cellar Classic Winery Series

**New & Improved!**

Now with 18 litres of super premium varietal grape juice, concentrate & crushed grape skins.



**\$99.95**

YOU SAVE \$20!

Sale ends July 27/08

## Barons Premium Beer Kits

Premium Bag in Box Beer kit. Easy to make. Easy to drink. Available in many popular styles.



**\$5 off**

Sale ends July 27/08

## All Canned Beer Kits



**Buy 1 & SAVE \$1**  
**Buy 2 or more & SAVE \$2 on each kit!**

Sale ends July 27/08

## Brew House Premium Beer Kits

Made from 100% malted barley & fresh hops!



You'll be Amazed!

**\$5 off**

Sale ends July 27/08

Micro-brewery style

## 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 \$8 on each kit!**

Sale ends July 27/08

## Heritage Estates Wine Kits



Sale ends July 27/08

**Buy 1 & SAVE \$3**  
**Buy 2 or more & SAVE \$5 on each kit!**

Makes fast maturing light to medium bodied wines. Great as an every day table wine!

Not valid with any other offer.

**\$5.00 off**

**Grand Cru & Vino del Vida**

wine kits

**BONUS!** Buy 2 or more with this coupon and get \$9 off each kit

Coupon expires July 27/08. Regular priced items only.

Not valid with any other offer.

**\$8.00 off**

**Selection**

wine kits

**BONUS!** Buy 2 or more with this coupon and get \$11 off each kit

Coupon expires July 27/08. Regular priced items only.

Not valid with any other offer.

**\$8.00 off**

**Cru Select**

wine kits

**BONUS!** Buy 2 or more with this coupon and get \$11 off each kit

Coupon expires July 27/08. Regular priced items only.

Not valid with any other offer.

**\$5.00 off**

**World Vineyard & Vintners Reserve**

wine kits

**BONUS!** Buy 2 or more with this coupon and get \$9 off each kit

Coupon expires July 27/08. Regular priced items only.

## Super Special!

**Electrotemp Cooler & Bottle plus TWELVE FILLUPS for \$199!\***

### Why buy an Electrotemp Vail Cooler?

- Makes **three times** the cold water of other coolers.
- Lowest operating cost in the industry. Energy savings will pay for your cooler in less than 4 years!
- 3 Year **no hidden charges warranty**.
- Innovative. **Over 10 worldwide patented features** that you won't find on other coolers.
- An Energy Star cooler. Built to last at least 20 years. You could **save over a \$1000** in energy during its life-span.

\*Vail White Cook & Cold



**Our Customers tell us that we have the Best Tasting Water!**

Brewery Lane

## Purewater

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

**Save \$5.00 with this coupon when you purchase a new 5 gallon bottle plus you'll get 4 FREE fill-ups**

**\$3.99**  
5 gallon

**Refills**

**\$1.99**  
2 gallon



# Medals Galore!

Winexpert and RJ Spagnols won over 600 medals at the 2007 Winemaker International Winemaking Competition. Visit [www.brewerylane.com](http://www.brewerylane.com) for a complete listing of medals.

Check out our monthly specials Grand Cru and Cru Select wine kits

We now have a featured monthly special on Cru Select wine kits as well as Grand Cru kits. A different red and white every month.

Grand Cru \$8 off  
Cru Select \$10 off

# Equipment Starter Kit



Everything you need to make your own wine or beer! You get all the necessary equipment including a **Better Bottle™ Carboy**. All equipment included is at a discounted price. You pay only **\$79.95** plus tax.

**But that's not all!** When you purchase a super 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. Hurry! This is a limited time offer.*

★ **\$20 Gift Card** ★  
with purchase

# THE BIG & EASY BOTTLE BREW



**DROP THE PILL... WAIT... THEN CHILL!**

*That's it! No Equipment. No Cleaning. No Bottling!*

Available in three popular styles. **Red Ale, Mexican & Pilsner**

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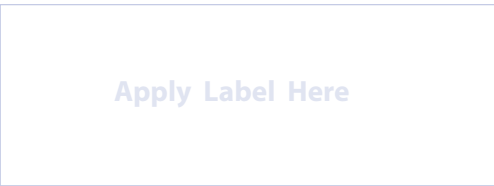
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