



# BrewNews

Volume 16

## It's Special Edition Wine Kit Season

Fall/Winter 2008

### In This Issue...

- Winexpert LE 2
- RJ Spagnols RQ 3
- Gadget Gift Guide 4
- Questions & Answers 5
- Brew News Specials 6
- Sales Coupons 7

### Best Sellers

#### Wine Kits

1. Grand Cru Liebfraumilch
2. Grand Cru Chardonnay
3. Grand Cru Piesporter

#### Beer Kits

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

It's that special time of year that many winemakers look forward to.

We are now taking orders for the RJ Spagnols Cru Select Restricted Quantities (RQ 2009) and the Winexpert Limited Edition wine kits.

If you've never tak-

en part in one of these Special Edition wine kit programs, let me give you a brief description of how it works. Each year RJ Spagnols and Winexpert release five very special wine kit varieties of award-winning quality. Their buyers seek out high quality grapes from all over the globe. They then decide which grapes will best represent the high quality and uniqueness that winemakers have come to expect from these special release programs. Dealers are then asked to submit the quantities they will require. **This means that the kits have to be preordered in advance so we can make a decision on how many kits we need to order from the wine kit manufacturer.** When our numbers are in they then purchase the amount of grapes required to make the kits that have been ordered. To guarantee availability, it's important that you order the kits you want before the deadline. You can order



as many kits as you want. There is no minimum. You can order one or 100 in any combination. All kits come with self-adhesive easy to use (and remove) designer labels.

Both manufacturers have deadlines for ordering.

**Please turn the page for varieties available and ordering information.**

## Make the best of the limited opportunity

Five special wines chosen from around the world. Selection Limited Edition 2008. Available for a limited time only.



RESERVE YOUR SELECTION LIMITED EDITION WINE KITS TODAY. Order by December 10, 2008.

Shop On-line  
24 hours a day!



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# Winexpert Selection Limited Edition

## JANUARY - New Zealand Merlot

Dry and medium bodied with a soft, supple fruity palate of boysenberry, plums, red currant and ripe black cherries, this Merlot has a wonderful spicy aroma, accentuated with light warm oak and a rich, round mouth feel, leading to a long, elegant finish.

## JANUARY - New Zealand Gewürztraminer

The 2008 Limited Edition Gewürztraminer grapes came from the internationally renowned Allan Scott Wines and Estates. An early harvest protected the grapes from the extreme heat of the Marlborough summer allowing them to develop the intense aromatic spiciness typical of this variety, named from the German word for "perfumed", Gewürz. The berries range in colour from amber-gold to rose to purple-tinged, and produce 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 rather than complex.

## FEBRUARY - South African Cabernet Sauvignon

Cabernet from this region is dense, heavy and concentrated with deep blackberry notes, pepper spiciness, delicate mint and herbal aromas, along with abundant tannins that blend wonderfully with many different cuisines.

## MARCH - Alsatian Riesling

Alsatian Riesling has a finesse and a bracing vividness that most wines can't match. Medium bodied, crisp and steely, it has coy aromas of white fruits, juicy apple and the perfume of May blossoms. Wonderfully drinkable, it shows an amazing depth of flavour with minerals, acidity and structure. A Süsse-reserve pack enhances the lush flavours, while balancing the acidity for a long, luscious finish.

## APRIL - Italian Dolcetto

Winexpert Limited Edition Italian Piedmont Dolcetto has black cherry and licorice flavours with some prunes and a characteristic hint of bitter almond, a perception enhanced by the completely dry finish. The dense, inky purple hue belies its easy drinking character and smooth tannins.

Each kit comes with 30 specially designed, easy to use peel and stick labels.

VARIETY	RELEASE DATE	PRICE	ORDER DEADLINE	HOW MANY?
NEW ZEALAND MERLOT	JANUARY 2009	\$124.95	<b>Order Deadline is December 10/2008 for all Winexpert Limited Edition Kits.</b>	
NEW ZEALAND GEWURZTRAMINER	JANUARY 2009	\$124.95		
SOUTH AFRICAN CABERNET SAUVIGNON	FEBRUARY 2009	\$124.95		
ALSATIAN RIESLING	MARCH 2009	\$124.95		
ITALIAN DOLCETTO	APRIL 2009	\$124.95		

<b>Your Name:</b>	<b>Phone:</b>
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Order in person, phone, e-mail or mail  
**e-mail: [rq2009@brewerylane.com](mailto:rq2009@brewerylane.com)**  
**toll free: 1-877-754-4090\***  
**Mount Pearl: 709-745-1140**  
**St. John's: 709-754-4090**

*\*If you order by e-mail or toll free please indicate which store you would like to have your kits delivered to.*

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

# RJ Spagnols Cru Select Restricted Quantities

## JANUARY - STEEP SLOPE GERMAN MULLER THURGAU

This wine has a straw yellow colour with greenish lights and an intense, aromatic, subtle, fruity perfume. Light in body, with a delicate off-dry taste, it is balanced by mild acidity giving it a long-lasting finish. It has a distinctive personality with unique flavours and an amazing perfume. It is at its best in the first flush of youth.

## JANUARY - CONTINENTAL LOWLANDS SPANISH TEMPRANILLO CABERNET SAUVIGNON

A juicy red wine drenched in flavours of ripe fruit, blackberries, cherries and plum with subtle hints of oak and truffles. This wine has rich tannins and a substantial structure that evolves into velvety touches of smoke and spices acquired from both American and Hungarian oaks.

## FEBRUARY - HIGH ALTITUDE ARGENTINEAN TRIO (Viognier, Riesling, Chardonnay)

A delightful blend that highlights the apricot and floral notes of Viognier, the minerality of Riesling with the tropical aromas of Chardonnay. Fresh and balanced fruitiness complemented by hints of vanilla, this brilliant golden yellow wine has a lingering finish.

## MARCH - OKANAGAN VALLEY RED MERITAGE

A wonderfully rich wine, it opens with aromas of vanilla, chocolate and leather. On the palate, there are flavours of plum and black currant with a touch of cloves accented by French oak. The long, ripe tannins add to the wine's complexity. An elegantly balanced wine ready to drink quickly but enough firmness for cellaring. Keep this wine on hand for BBQs and picnics.

## APRIL - ALPINE FOOTHILLS ITALIAN BARBARESCO

The wine is dark red in colour and with aromatic notes of violets, roses and small red fruits. On the palate, it has rich, chewy, deep and long-lasting flavours with spicy ripe tannins and a wonderful balance. Light-toasted American Oak spirals are included to further portray this wine's outstanding features!

*Each kit comes with 30 specially designed, easy to use peel and stick labels.*

VARIETY	RELEASE DATE	PRICE	ORDER DEADLINE	HOW MANY?
GERMAN MULLER THURGAU	JANUARY 2009	\$104.95	DECEMBER 1/2008	
TEMPRANILLO CABERNET SAUVIGNON	JANUARY 2009	\$104.95	DECEMBER 1/2008	
ARGENTINEAN TRIO	FEBRUARY 2009	\$104.95	JANUARY 8/2009	
OKANAGAN VALLEY RED MERITAGE	MARCH 2009	\$124.95	FEBRUARY 12/2009	
ITALIAN BARBARESCO	APRIL 2009	\$124.95	MARCH 12/2009	

**Your Name:** \_\_\_\_\_ **Phone:** \_\_\_\_\_



Visit [www.brewrylane.com](http://www.brewrylane.com) for more food pairings & varietal information.

Order in person, phone, e-mail or mail  
**e-mail: [rq2009@brewrylane.com](mailto:rq2009@brewrylane.com)**  
**toll free: 1-877-754-4090\***  
**Mount Pearl: 709-745-1140**  
**St. John's: 709-754-4090**

*\*If you order by e-mail or toll free please indicate which store you would like to have your kits delivered to.*

# Brew News Annual Gadget Gift Guide

We have selected a list of “must have” gadgets. We think these are essential and no wine or beer maker should be without them. If you’re looking for a gift for your favourite wine or beer maker we’re sure you’ll find this list useful.

## 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 on to 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.

## 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.

## 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.

## 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.

**Get great savings on all these items and more in our Holiday Sales Flyer insert!**

## I find oak chips messy to work with. Is there a better solution?

Oak chips simulate oak barrel aging which significantly adds to the flavour profiles of most red and some white wines. If you want to make a true to style wine you have to use the oak chips that came with your wine kit. One easy way to avoid the mess is to put your oak chips in a small cheese-cloth bag. These are available at our store or you can easily make one yourself if you're handy with the needle and thread. Just put your oak chips in the bag, tie the top with a piece of string and drop it into your fermenting bucket. You can add a couple of sanitized marbles in the bag if you wish. This will keep your chips from floating on top.

## I always need a lot of water to top up when I transfer to my carboy. I don't like diluting my wine can I skip topping up?

To avoid spoilage, topping up is very important. *Are you adding enough water at the beginning?* Don't trust the markings on your bucket. It's best to fill your carboy with water and pour the contents into your bucket. Then use a permanent marker to mark the fill line on your bucket. You will only have to do this once and then you'll always use the correct amount of water.

*Are you leaving too much wine behind when you're racking to the carboy?*

Before you begin to rack your wine put a block of wood under the bottom edge of the bucket so that it is tilted forward. This will allow you to get most of the wine while leaving the heavy sediment behind. The last bit of wine will be cloudy, but you should not be concerned. This is only yeast and it will settle out when you add your finings.



## Orange Blossom Muscat

This dessert wine is truly an expression of vibrant citrus fruit supported by a fresh floral bouquet and lively balanced acidity. Full bodied and delectably sweet, this delicious nectar is brimming with layered flavors of sun ripe oranges, touch of elder flowers and peaches. Capable of standing up to many complex desserts, we suggest that you serve this well structured dessert wine chilled to allow its true greatness to show.



## Okanagan Peach Icewine

The Okanagan Valley lies in the rain shadow of British Columbia's Coastal mountains. The region's very low annual average rainfall means that part of the valley is a true desert! In this climate Vidal grapes ripen to perfect intensity, with notes of honey, apricot, and spice. Winexpert's Okanagan Peach Icewine style (containing local Vidal from this region) has deep floral notes, stone fruit and perfect sweetness, balanced with the sun-ripened perfume of a luscious peach.



## Chocolate Raspberry Port

Hugely popular last year, this wine is bursting with rich, intense flavours and aromas, has traditional Port character of warm, rounded cherry and plum, supported by a racy zing of bright raspberry. Perfumed and gently tart with luscious liquid chocolate, beguiling with dark, bitter-sweet aromas of coffee and vanilla. Toasty hints of oak guide the way to a long, rich finish. Excellent within three months, this wine will age gorgeously—if you can keep any that long!



## Orange Chocolate Port

This rich specialty wine is an intricate melange of lively flavours that tempt the nose and reward the palate. Rich aromas of dark chocolate are set gracefully against a frame of refreshing citrus and vanilla notes.

The palate is endowed with a full bodied experience and a finely balanced combination of delicious chocolate, hints of orange peel and a medium, sweet finish.

Reveal your fine taste by sharing your orange chocolate port with friends and family this holiday season.



## White Chocolate White Port

A rare treat. This sweet and creamy port is a must for every wine or dessert lover. The senses are awakened by this thick, honey coloured wine and it's rich, fruity nose. Hints of toasted hazelnut and vanilla are balanced perfectly by velvety smooth white chocolate. Irresistibly sweet on it's own serve chilled as an after dinner indulgence or try it half and half with tonic water and a slice of lemon over ice as a refreshing cocktail. Especially delicious paired with dark chocolate, hazelnuts or salted cashews. ♦

# Brew News Specials

## En Primeur Ultra Premium

"A new standard in wine excellence"



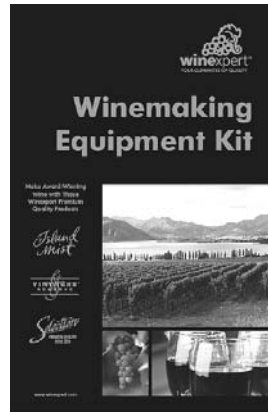
This award-winning series (69 medals in 2007 WineMaker competition) has now been reformulated to be even better! Now contains **Genu-wine™** winery dried grape skins.



**\$20 Gift Card  
WITH PURCHASE**

Sale ends December 20/08

## Complete 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 **\$89.95** plus tax. That's more than a **\$20** saving if you had to purchase each item separately.

**But that's not all!** When you purchase a complete equipment starter kit you'll also receive **30% OFF** a regular priced wine or beer ingredient kit of your choice.

**BONUS! \$20  
Gift Card**

*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.*

## 1/2 Price 11.5 Litre Carboy



When you purchase any Dessert wine. Includes all the ports: Orange Chocolate, Chocolate Raspberry & White Chocolate. Orange Blossom Muscat, Okanagan Peach Icewine, Regular Icewine and Sherry.

Sale ends December 20/08

## All Canned Beer Kits



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

Sale ends December 20/08

## Brew House Premium Beer Kits

Made from 100% malted barley & fresh hops!



You'll be  
Amazed!



**\$5 off**

Micro-brewery style

Sale ends December 20/08

## 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 December 20/08

## Heritage Estates & Chai Maison



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

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

Sale ends December 20/08

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 \$8 off each kit

Coupon expires December 20/08. 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 \$10 off each kit

Coupon expires December 20/08. Regular priced items only.

Not valid with any other offer.

**\$8.00 off**

**Cru Select & Cellar Classic**  
wine kits

**BONUS!** Buy 2 or more with this coupon and get \$10 off each kit

Coupon expires December 20/08. 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 \$8 off each kit

Coupon expires December 20/08. Regular priced items only.

## Super Special!

**Electrotemp Cooler & Bottle plus TWELVE FILL UPS for \$219!\***

### Why buy an Electrotemp Vail Cooler?

- Makes **three times** more cold water than 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**

**\$4.00**  
5 gallon



**Refills**

**\$2.00**  
2 gallon



# Medals Galore!

Winexpert and RJ Spagnols won over 700 medals at the 2008 Winemaker International Winemaking Competition. Visit [www.brewerylane.com](http://www.brewerylane.com) for a complete listing of medals.

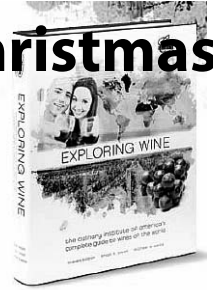
Check out our monthly specials Grand Cru and Cru Select wine kits

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



## Wrap It Up For Christmas



Purchase any combination of 5 RQ2009 kits & receive a copy of "Exploring Wine: The Culinary Institute of America's Complete Guide to Wines of the World"

Give your winemaker a gift they will enjoy every time they open a bottle of one of these outstanding wines. The first two kits in the RQ 2009 series has an optional early release date of December 1. This means you can order the complete RQ series and have the first two kits - a red and a white - wrapped up and under the tree for Christmas morning. The other three kits in the series will arrive one a month in February, March & April. You will be notified when they arrive in our store. **No payment is required until you receive your kits but if you decide to pay for all 5 kits in advance we will give you 150 premium corks and 150 shrink seals as a bonus!**

Turn to the front cover for complete details on the RQ 2009 Wine Kits

# Brewery Lane

Coaker's Meadow Plaza  
286 Torbay Road  
St. John's NL A1A 4L6

Open 7 Days a Week!



## Scan To Win

Great prizes available!

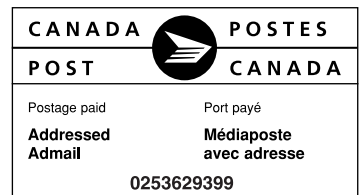
Scan here for a chance to win



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Bring in the complete newsletter for scanning.



Bring in your newsletter to enter the draw for a chance to win a \$100 Gift Card!