



Good Sanitation for Good Tasting Wine

Jan – March 2007

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Best Sellers

Wine Kits

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

Beer Kits

1. Morgans Canadian Light
2. Coopers Canadian Blonde
3. Morgans Canadian Lager

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We've all experienced it in the brew-your-own world, that off taste or off odour in one of our batches of wine. The most common reason for this is using less than sanitary equipment to brew wine. This article will discuss what sanitation means, how and when it should be employed and the article will give you some insight into the chemicals commonly used in sanitation.

Sanitizing your equipment is one of the most important steps in the brew-your-own process. It is not the same thing as sterilizing or cleaning. Sanitization involves reducing or removing bacteria and undesired micro organisms from your equipment through heat or chemical means. It can be a simple process and involves some basic tools: water, brushes (long or short handled, soft or hard bristled) and a chemical agent. Before going any further into the sanitation cycle this article will discuss some sanitation chemical agents.

Sanitation methods vary from simple boiling techniques to the involved application of strong chemicals. Boiling is the most basic way to sanitize equipment. Although this is often cheap and easy, boiling can be time consuming and hazardous if you are not careful around hot water! A common chemical used in sanitation is chlorine. It is used in our drinking water to kill bacteria. It is the most universal sanitizer, and is found in many household cleaners. Diluted chlorine can be used to sanitize your winemaking equipment, however the equipment must be thoroughly rinsed once chlorine has been used. If not properly rinsed, the equipment will carry the taste and smell of chlorine and

this will adversely affect the taste and smell of your wine. Iodine can also be used for sanitizing. Unlike chlorine, you do not have to rinse your equipment after it has been sanitized with iodine. Quick and convenient as this sanitizer may be, users should be aware -iodine will stain your clothes or skin and be as toxic as chlorine.



A product designed specifically for sanitation in the winemaking and beer making industry is Oxy-San. This powder, when mixed with water, cleans the equipment

with active oxygen. Oxy-San has the benefit of being chlorine free and the ability to clean fermentation residue.

Another gem in the sanitizing world is Campden tablets. These can be crushed and mixed with water which can be used as a sanitizing solution.

The last product to be discussed is not the least by far! Potassium Metabisulfate Powder works well as a sanitizing agent because it also inhibits bacterial growth. This powder can be mixed with water to create a sanitizing solution. It is not necessary to rinse potassium metabisulfate after use, however great care needs to be taken when mixing the sanitizing solution. This article does not supply the best mixing or preparation method for each of the sanitizers. It is best to follow the manufacturer's instructions for the sanitizer you choose to employ. Most manufacturers will provide directions and instructions for their product and you should follow their recommendations.

...See **KNOWLEDGE** page 3

Wild Berry Additive Kits

New and Improved!

Over the past several years our **Wild Berry Additive** kits have become very popular. We now sell them throughout Canada and the United States. These kits have been used to make award-winning wines and we keep getting rave reviews from customers who can't believe the results they get.

Now we have made some major changes in our Wild Berry Kits. The ingredients in our new kits are now being packaged professionally by a major supplier of wine additives. This is the same company that prepares packets for most of the major wine kit manufacturers. This will make sure that our kits will now be more reliable because of better quality control. New packets have been added complete with new instructions. We also have changed to a more effective and easier to use liquid finings.

Reformulated Blueberry Sweetener.

We now have a new formulated blueberry sweetener. Our new blueberry sweetener now contains real blueberry juice. No artificial colour or flavours have been added.



From The Editor

with Bill Reddy

If you're like me your wine got quite a cutting over the holiday season. It's time to restock! To help you along in this issue we are offering some great sales on wine and beer kits. Be sure to stock up now so your wines will be ready to drink this summer.

If you're receiving this newsletter you already know how satisfying it is to make your own wine and beer. If your friends are enjoying your wine but are still not making their own maybe it's time to point them in the right direction. Wine and beermaking is much more fun when you share it with your friends. Tell them about our **Complete Wine or Beer Starter Kit**. It includes all the equipment and ingredients required to make your own beer or wine and all at a special reduced price. This

issue we are offering a \$20 Gift Card when you purchase one of our starter kits. This is a great time to get a friend started in this fascinating hobby.

There are lots of exciting new things happening in the consumer made wine industry. Wine kits have truly come of age. It is now possible to make wines from kits that can compete with some of the better commercial wines. And things are looking even brighter. This past fall RJ Spagnols' parent company was purchased by Constellation Wines—the **world's largest producer of wine**. This is going to bring lots of benefits to the home winemaking market. Constellation has excellent sourcing power of the freshest, highest quality juice and concentrate. The future is very promising indeed. ♦



Making Liqueurs

with Ken Reddy

In my last article I touched briefly on the subject of different styles of Turbo Yeasts and the amount of alcohol each can produce. There are a lot of Turbos on the market today produced by different manufacturers. So the question is, which one should you use?

Ideally a good Turbo will be able to ferment to 14% alcohol in three days even if the temperature is not ideal. It must produce as few off flavours and odours as possible. The more active the fermentation, the lesser the amount of volatiles that are produced.

The extreme high alcohol Turbo's (18% -23%) are probably the most economical to use, but they do have their limitations. It can take up to 10 days to get a complete fermentation. Temperature control is critical; in most cases ambient temperature can't exceed 24C. This yeast generates tremendous energy (heat) during fermentation and has to be monitored closely to ensure the temperature doesn't spike. This almost always results in an incomplete (stuck) fermentation that can be impossible to restart. If you can't control temperature,

especially in the first 24 hours, this may not be the yeast for you.

Turbo's that produce a lower percentage of alcohol (up to 14%) are much more forgiving. They work well in a wide temperature range, especially in warmer temperatures or during warmer seasons. Because of the better temperature tolerance of these yeasts they can also be used to ferment larger batch sizes up to 200 liters. The fermentation rarely stops prematurely; this makes them a great alternative to higher yielding Turbos, where temperature control is a factor. They can fully ferment in 2 days, giving you a cleaner less volatile alcohol. The obvious difference of course is the lower alcohol yield.

Whichever yeast you use, it is critical that you follow the manufacturers instructions. Not all yeasts are produced the same or have the same ingredients so failing to follow their instructions will give you an inferior product.

We carry some of the highest quality Turbo's available. So drop in and see us and we'll help you choose which one is best suited to your needs. ♦



On The Beer

with Mark Wood

A Tribute to a Great Friend

The full moon peeks through the frozen clouds and sleet whips across from the east. Not fit for a sled dog to be out on a night like this so we've realized our mortality and gratefully accepted Smokin' Joe's offer to socialize in his shed. It's extremely cozy here with a roaring wood stove, fridge full of home brew and the usual crew of colourful characters, except for one. One of our own passed away recently and we will honour him with toasts, as is our custom. He was Ben Squires, backhoe operator extraordinaire.

Smokin' Joe: "Ben once said there wasn't a back yard in this town that he didn't dig up, and he was good too. He could scratch your back with that machine."

Jimmy Two Fires: "Indeed he could, like he and the backhoe were one entity."

We drained and filled our mugs, Ben knew the whole town and the whole town knew him. He was famous, really good at

what he did and he was fun to be around. Everybody smiled when he walked into the store.

Smokin' Joe: "He was always working, digging all summer and clearing snow all winter, never stopped."

Jimmy Two Fires: "Remember that time last July? He dug up around Dennis' house, the b'ys showed up and we all got on the beer."

For some of us that was the last time with him.

I had a birthday recently and the symbolism of blowing out birthday candles really struck me.

A flame is the symbol of life, you make a wish and blow it out. One day you're here, the next you're not.

The funeral procession for Ben had a contingent of backhoes, as befits a man of his honor. ♦

...KNOWLEDGE

Having knowledge of the better sanitation chemicals available, it is time to discuss the sanitation cycle. This cycle should always follow one general rule: wash everything before you use it and wash it again when you are done. This involves inspecting the equipment, cleaning the equipment (paying attention to small crevices where bacteria like to grow), sanitize the equipment and rinsing it before it is used. Once you are finished using the equipment, it is best to follow the sanitation process once again: inspecting, cleaning and sanitizing. You should be sanitizing any piece of equipment that comes into contact with your wine – including your hands. The most common pieces of equipment used in winemaking are: measuring devices, stirring paddles, hydrometers, stoppers, airlocks, carboys, siphoning equipment, racking canes, bottles, tubing, fermenting buckets, thermometer, wine thieves, sample jars and bottling wands. It is also important to ensure that the environment you are working in is sanitized. This includes counter tops, sinks, floors and door handles.

The sanitization cycle is intuitive and involves common sense. It is an extremely important step in winemaking and will make all the difference in the fruition of your wine. Sanitized equipment and brewing environment are easy to attain if you follow the sanitation cycle and use reputable sanitizing chemicals. ♦

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:

Hugh Grant, Janetta Myron, Edna Lahey, Jacquie Whitten, Patrick Feehan, Oliver Pitcher, Phil Walsh, Amanda Hoskins, Claude Moulton, Richard McCrate, John Healey, Frank Callahan, Heber Williams, Frank Bussey, Harry Penny, Joanne Fleet, Nellie Deveraux, John Hynes, Theresa Bungay, Ross Ivany, Tony Legge, Paul Noftle, Wayne Andrews, Ben Dunne, Lloyd Cadwell, Phil Lane, Carl Cluett, Theresa Kelly.

Super Prize Winners

Gerald Anderson
and
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Each Won A
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BREW CLUB

NEWS

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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.



Beginner's Corner

with Kevin Reddy

Is it Fermenting?

I have been working at Brewery Lane now for the past 13 years and have enjoyed the hobby of wine and beer making for at least 15 years. Over this time I have been asked many questions about beer and wine problems. A very common question is "My beer or wine has been on for four days and there is no sign of fermentation. Is it spoiled? What can I do?".

Most problems can be solved; and with a little knowledge you can usually fix them yourself. Most times if your brew is showing no signs of fermentation it usually is fermenting but you have to look a little closer. If you have an airlock attached to your bucket this will act as a handy gauge. When you see bubbles forming in the airlock at a steady pace it means your brew is fermenting. If you see no bubbles then you have to look closer. Remove the lid on your bucket and look for foam or watch for CO₂ action on top of your brew. The CO₂

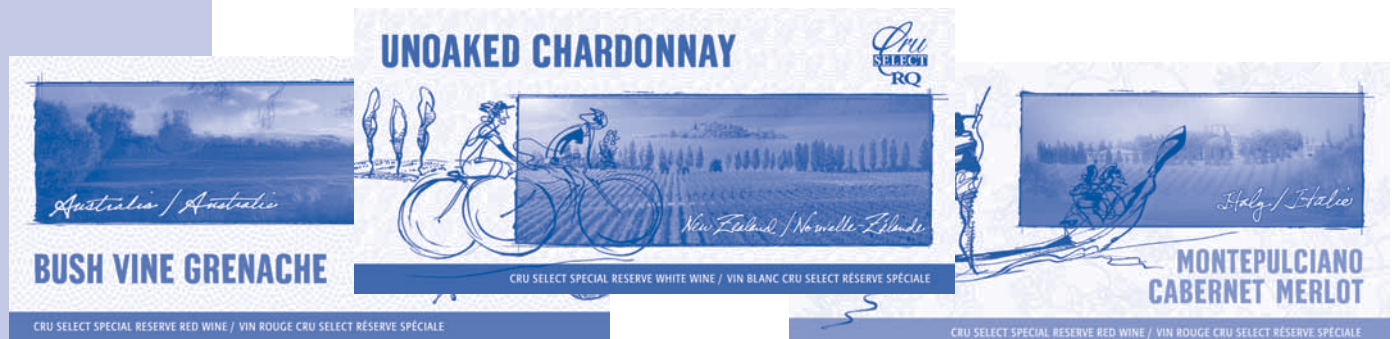
will resemble the small bubbles you see when you pour a glass of soda pop. Another indicator is the odour. If you walk into the room and you get a sulphur smell then your fermentation has begun.

If you check for these signs and you are sure that no fermentation is occurring you can still save your brew, but you shouldn't delay. All you need do is to add another yeast to your beer or wine.

Here are some helpful tips. Make sure that your lid is snapped on tight. This will permit the airlock to work properly. Add a second package of yeast; this will insure that if the first yeast fails the second yeast will work. Make sure you stir your brew vigorously before adding yeast to introduce plenty of oxygen. Keep fermentation temperatures constant and in the proper range. Follow these tips and you should have very few problems with your fermentation. ♦

We still have some RQ wine kits available. Please contact us for availability.

The April Australian Bush Vine Grenache can still be ordered. This is projected to be an outstanding wine. Don't miss out.



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

My wine didn't clear when it was suppose to. What should I do?

There are several reasons why a wine doesn't clear on schedule. The most common being incomplete degassing of your wine. If your wine has a lot of dissolved gas this will prevent the finings from doing its job. Make sure the wine is thoroughly degassed during the fining and stabilizing stage. An electric drill powered stirring rod makes this job easy.

If you add finings before your wine is finished fermenting you will also have clearing problems. Make sure your wine is completely fermented before moving on to the stabilizing and clearing. Use a hydrometer to check the progress of the fermentation. This is the only way to accurately determine if your wine has completed its fermentation.

What advantage does a floor standing corker have over a hand-held model?

Floor corkers make the job much easier. Less effort is needed to insert corks and the job goes much quicker. Floor corkers can also insert synthetic corks which can be difficult with most hand-held corkers. If you bottle a batch or two of wine a year a hand corker may suffice but if you are doing more than this you should really consider using a floor corker.

Can I add extra oak to my wine kit?

Yes you can but you should be aware that the wine kit manufacturers include the proper amount and type of oak to produce the style of wine intended. If you add extra oak be careful that you don't over do it. Too much oak can be unpleasant. It's best to err on the side of less. ♦



New Additions to World Vineyard Collection

Two new wines have been added to this premium Winexpert line. *California Trinity White* is a crisp, refreshing white wine made from a blend of three outstanding California grapes—French Colombard, Sauvignon Blanc and Semillon.

California Zinfandel/Shiraz produces a deep, flavourful red wine made from two of the world's popular grape varieties.

New Orchard Breezin's Coming Soon

You've shown us that you like Orchard Breezin and RJ Spagnols has responded with several new flavour additions over the past couple of years. Now three new Orchard Breezin's are scheduled to be released next month. We haven't got the complete details yet but they are likely to be a Blueberry Shiraz, a Black Cherry and a Watermelon flavour. When we get more information we'll post it on our website. Keep an eye out for these exciting new Orchard Breezin's.

Pure Brewers Extreme Alcobase

a combination of high alcohol yeast and nutrients as well as activated carbon that produces 25 litres of up to 23% alcohol in only 7 days – A perfect base for flavouring with your favourite Liqueur and Spirit Essences.

We also carry a complete line of essences, carbon, alcohol hydrometers, filters etc. Drop by and see our complete selection of high alcohol ingredients and equipment.

Cru Select California Pinot Noir

From the full-bodied and robust, to the soft and refined, Cru Select™ wines are a delightful dinner companion and a real treasure for wine enthusiasts looking to complete their personal cellar. Now you can add this classic California wine to your cellar.

Recognized as a premier grape growing region, California is known for intensely flavourful Pinot Noirs. Medium to full-bodied, this wine presents a bouquet of rich tobacco, ripe blackberries and spices. The palate is treated to a heady experience of dark cherries, a hint of oak and velvety tannins.

Oak-3, Body-3, Sweetness-0 ♦

Brew News Specials

En Primeur Ultra Premium

"Patience is bitter, but its fruit is sweet"

Make wines like never before! See for yourself why winemakers have been raving about **En Primeur**. Something this good needs a little more time in the bottle so make one now to enjoy this Christmas!



\$20 Gift Card

with purchase

Sale ends March 18/07

Super 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 but that's not all. When you purchase one of our super kits you'll also receive a **30% discount** on any regular priced wine or beer kit. It's your choice.

Sale ends March 18/07

Our starter kit is already a great deal but we want to see more people enjoying this fascinating hobby. So we have made it even easier for you to take the plunge with this special offer!

\$20 Gift Card

with purchase

Cellar Classic Winery Series



Sale ends March 18/07

Introducing Old Vines Zinfandel & Super Tuscan

\$20 Gift Card

with purchase

Coopers, Black Rock & Morgans



Sale ends March 18/07

Buy 1 & SAVE \$2
Buy 2 or more & SAVE \$2.50 on each kit!

Brew House Premium Beer Kits

Made from 100% malted barley & fresh hops!



Sale ends March 18/07

You'll be Amazed!



\$5 off

Micro-brewery style

Orchard Breezin' & Island Mist

A refreshing alternative to wine or coolers



Buy 1 & SAVE \$5
Buy 2 or more & SAVE \$8 on each kit!

A perfect balance of fruit and wine

Sale ends March 18/07

Better Bottle Carboy



Sale ends March 18/07



Get a **FREE Carboy Handle** with Purchase

It's lighter, easy to clean, and safer to use. Accurate 23 litre size is ideal for wine kits.

Not valid with any other offer.

\$5.00 off



Grand Cru
wine kits

BONUS! Buy 2 or more with this coupon and get \$8 off each kit

Coupon expires March 18/07. 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 March 18/07. 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 \$10 off each kit

Coupon expires March 18/07. Regular priced items only.

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\$5.00 off



Vintners Reserve

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Why buy an Electrotemp Vail Cooler?

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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 an unprecedented 309 medals at the 2006 Winemaker International Winemaking Competition. Visit www.brewerylane.com for a complete listing of medals.



It's not too late! We still have limited amounts of the February, March & April Cru Select RQ's available.*

**Check stores for availability. February—New Zealand Unoaked Chardonnay, March—Italian Montepulciano Cabernet Merlot, April—Australian Bush Vine Grenache. Please act quickly. Supplies are limited.*

Check out our monthly specials on 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**

Let's Get Started!



Super Starter Kits

SUPER BEER — \$89.95
(includes **Brew House Beer Kit!**)
(\$110.15 value)

SUPER WINE — \$139.95
(includes **Cru Select Wine Kit!**)
(\$175.10 value)

Equipment & ingredients to make 23 litres of premium wine or beer!

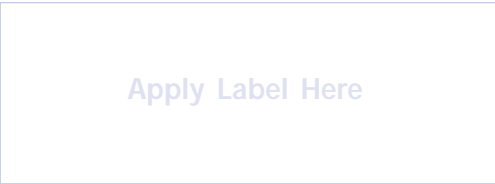
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