



Brew News

Volume 15

Exciting New Products This Fall

September 2007

In This Issue...

Making Liqueurs	2
On the Beer	3
Beginner's Corner	4
Questions & Answers	5
Brew News Specials	6
Sales Coupons	7

Best Sellers

Wine Kits

1. Grand Cru Liebfraumilch
2. Grand Cru Merlot
3. Grand Cru Shiraz

Beer Kits

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

Shop On-line
24 hours a day!



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Brew News is published by
Brewery Lane Ltd.
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My brother and I went for a ride on our bikes recently. We drove our truck to Pouch Cove and stopped at the beginning of the Cape St. Francis road where we mounted our bikes and started peddling to our destination. It was a beautiful late summer day and we spotted many blueberry pickers along the way.



I expect that a lot of those berries will be used for making tasty jams, pies and cakes but I'm also sure that many glasses of blueberry wine will be raised this fall as a result of this favourite Newfoundland pastime.

It may be blueberry time in Newfoundland but in other parts of the world the grape harvest is on. So this is the time when wine kit manufacturers release their new offerings. This year there is an abundance of new items for the home winemaker so I think it's a good idea to give you a rundown on what's happening.

En Primeur kicks it up a notch.

Already being recognized as the premier wine kit on the market as a result of its 69 medals won (including 14 Gold) at the 2007 Winemaker International Amateur Wine Competition En Primeur is not resting on its laurels. The En Primeur line up has been reformulated.

A new standard in wine excellence. No added sugar. No preservatives. No chemicals. 18 Litres of 100% pure varietal grape juice and concentrate selected from vineyards around the world. All the reds now include GENUWINE dried winery grape skins to create an ultra premium wine with an aromatic bouquet, rich lush colour and mouth feel you have come to expect of an ultra premium wine. Varietals include: Amarone della Valpolicella Classico, Mapocho Chilean Carmenera,

Talagante Chilean Merlot, Delu Ranch Woodbridge Cabernet Sauvignon, Old Mundullo Australian Shiraz, Dashwood New Zealand Pinot Noir, Trapani Sicilian Syrah, Golden Heights Australian Chardonnay, Rhinegau German Riesling, and Waihopai Valley New Zealand Sauvignon Blanc.

And coming soon – Conte De Salemi Italian Pinot Grigio. The juice is limited on this varietal so there will be a limited amount available. Make sure to get yours early.

And Cellar Classic too!

RJ Spagnols is proud to introduce the new and improved Winery Series by Cellar Classic. Produced by fermenting grape juice on varietal specific crushed grape skins, this trusted super premium offering and winner of over 40 Medals in the International Winemaker Amateur Competition is now available with 18 litres of super premium varietal grape juice, concentrate and crushed varietal specific grape skins.

Varietals include: California Cabernet Sauvignon with Cabernet Sauvignon Grape Skins, California Syrah with Syrah Grape Skins, Washington Merlot with Merlot Grape Skins, Italian Valpolicella with Primitivo Grape Skins, California Old Vine Zinfandel with Zinfandel Grape Skins, Italian Super Tuscan with Merlot Grape Skins, Rosso Grande Eccellente with Merlot Grape Skins.

Chocolate Raspberry Port

Winexpert is pleased to announce that for a limited time, and by pre-order only, you can make and enjoy a wonderfully delicious dessert wine - Chocolate Raspberry Port.

Bursting with rich, intense flavours and aromas, this wine has a traditional Port character of warm, rounded cherry and plum, supported by a racy zing of bright raspberry, perfumed and gently tart, giving way to luscious liquid chocolate - beguiling with

...See **Chocolate Port Page 4**



**RJ Spagnols
wins an
unprecedented
445 Medals!
52% of total
medals -
Almost
double the
next closest
competitor!**

- **Best in Show kit – Kiwi Melon Pinot Grigio!**
- **RQ Orange Chocolate Port wins the most medals - 28 Medals**
- **En Primeur Italian Amarone wins the most medals for red wine – 18 Medals**
- **En Primeur New Zealand Sauvignon Blanc wins the most medals for White Wine – 15 Medals**
- **Cellar Classic Vidal Ice Style! Wins the most medals for any ice wine style –11 Medals**



From The Editor

with Bill Reddy



The days are becoming shorter as the nights grow cooler and my wine stocks are dwindling! I have to face reality. It's back to serious work again.

Even as I continue to enjoy the waning days of summer I'm looking forward to an exciting fall. There's lots of new stuff for me to try and I can't wait to get started. So it's time to take inventory and get my equipment ready for what promises to be a very busy winemaking season. There are many new products available this season. Our front page story highlights some of the most interesting offerings available. We have some fantastic one-time-only introductory offers on the products listed in this article. Make sure you take advantage of these great prices and give them a try. You are sure to bring your winemaking to a level you've never experienced before. **Remember, these prices are special introductory and you won't see them again.**

One of the more interesting developments in the home winemaking industry is the advent of exotic dessert style ports. Last year RJ Spagnols released a limited amount of a unique orange chocolate flavoured port. It was an instant success garnering rave reviews and accolades including an unprecedented grab of **28 medals** in the Winemaker International Amateur Winemaking Contest. This success didn't go unnoticed and now other manufacturers are producing similar styles. One of the most interesting is Winexpert's Chocolate Raspberry Port. This company makes outstanding products so this is sure to be a hit. They will be available the first week in October. We will have a limited amount so order early. We also have a dwindling supply of the 28 medal-winner Orange Chocolate Port in stock. They're going fast so don't delay. ♦

Making Liqueurs

with Ken Reddy



In my last article I discussed improving the quality of alcohol produced using Turbo yeast. I described the simplest method for cleaning and polishing the alcohol using active carbon. In this segment I will briefly explain an alternative method for filtering alcohol through granulated activated carbon. This is a much more effective method achieving superior results, but requires a little more planning, equipment and setup.

First you will have to make a trip to the local hardware store and pick up a piece of ABS pipe. The minimum size needed is 40 mm diameter by 1.5 meters long. This is the type of pipe that plumbers use for water drains in your home. You will also need a large funnel or you can make one from some ABS pipe fittings. You also need coffee filters, 750 grams of active stone carbon and a hose clamp big enough to fit the pipe.

Once you get your supplies together you are ready to filter the alcohol. First you need to prepare the carbon. The method that gives you the best results is to wash and then soak the

carbon for 24 hours. Once you have done this you are now ready to filter. You must make sure that you will be available for 4-5 hours the day you plan to do this, even though this method doesn't require constant attention; you will need to attend to it periodically. Start by taking 3 coffee filters and fitting them on one end of the pipe with the clamp. Drain the water from the carbon and fill the pipe with warm water. Add the carbon to the pipe tapping it lightly to settle the carbon. When the pipe is full attach the funnel and pour 2-5 litres of water through it to flush it out. Once the water is drained, start pouring in the alcohol for filtering. After you have added the last of the alcohol, add another litre of water to the pipe to flush any remaining alcohol.

This method will take anywhere from 2-5 hours, depending on different factors but you will achieve excellent results. If you are interested in using this method for alcohol filtration, just drop by one of our stores for more detailed instructions and diagrams. ♦



On The Beer

with Mark Wood

Fast Times, Fast Friends and Fast Food

It's too easy to do a story about Smokin' Joe, there's no grey area with this guy. Everything is either perfect or not worth damn. After all these years I can look at almost any situation and know exactly how he'd handle it and what he'd say. Either take it home and dust it off or burn it right where it is. Simple as that. He's been running a Stress Reduction Clinic in his shed every fryday nite which has only increased in popularity since the rest of the world has banned smoking in drinking establishments. Sounds kinda counter-consumptive, don't it? This only adds to the myhttique of his social club where on any given evening, himself and any number of regulars can be found puffing away on a variety of pipe, cigar and the lesser version, cigarette. All of it accompanied by copious quantities of home brew and punctuated by scoffs of wild game. One of the highlights though, is the art of conversation which is practiced and mangled with great enthusiasm. As a matter of fact, last weekend I heard one of the greatest Freudean slips of all time. One of the b'ys was under doctors orders not to consume alcohol to avoid conflicting with his medication. When offered a beverage, he declined, sanctimoniously citing, "I've got to obtain from alcohol." This was one of those knee-slapping, uproarious, weepy-eyed, haw-haw moments. Beer spraying out of nostrils and general falling off your chair situation. The top three retorts: Don't we all. Works for me, and watch for that one in the next episode of On The Beer.

As promised in the last issue, I'm going to let Smokin' Joe have a stab at journalism. Ladies and gentlemen, I'm proud to present Smokin' Joe, live on Fryday Nite. (Thunderous applause.)

"Tanks. "Bout time I said something. Mark, or Woody as he's known these days, is a wild ticket, tame by our standards but

enough to be entertaining. He used to share a house with three other guys a long time ago. It was an open-concept shack, big enough to have bicycle races indoors in the winter. A velodrome he called it, and every now and then they'd ride a motorcycle around in there too. It was a mad house with it's own brewery, naturally, with shareholders and everything. Really organized and hardly civilized.

Anyway, one of the guys in the house, his brother I think, used to order up food late at night when he was full of home brew and fall asleep watching tv. One night there was a knock on the door, Woody comes out of his room to find his brother asleep with the tv on, a couple of dollars on the coffee table in front of him and someone at the door with a food delivery. He scoops up the money, pays for the food and sets it on the table in front of his brother. He starts watching tv and catches the aroma of food. He shakes his brother again who won't wake up so he opens up the food. Mmmmaybe just a bite, oh yeah, some kinda chicken feast and he starts eating it. So far, he had expected to get caught and was ready to explain himself, even pay for it. Until the last bite. He had sauce on his hands and instead of wiping it off he was struck with divine inspiration. Woody leaned over and smeared the sauce on his brothers face, left the wrappers on the table with the tv on and tip-toed away from the crime scene. He didn't mention it to him until about ten years later after his brother moved away to Alberta, and would you believe he remembered it. He woke up, saw the food was gone, cleaned himself off, turned off the tv, went to bed and wondered why he wasn't full. Yes sir, Woody's a wild ticket."

Mark Wood also has a weekly automotive column in *The Independent newspaper* called *Woody's Wheels*.

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:

Doug Trenchard, Carl Stevenson, Rita Conway, Shelia Redmond, Joe Tracey, Lawerance Meaney, Florence Barron, Bruce Touchings, Jim Murray, Gary Howse, Juris Zivtina, Roberta Ducey, Jean White, Diane Collins, Loretta Metcalfe, Irene Martin, Ron Collins, Randy Bellows, Wm B Smith, Larry Hunt, Bill Baker, Ruby Haynes, Katrina Collier.

Super Prize Winners

Claude Moulton
and
John Crewe

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. It's a good idea to leave your bonus for a taxable purchase. By putting your bonus against a taxable purchase you will save an extra \$2.40 on a \$20 bonus.



Beginner's Corner

with Kevin Reddy

Choosing a Beer Kit

"Can you recommend a good brew?" That is a question I am often asked. When I first started work at Brewery Lane I was always a little hesitant with my answer. After all it is like asking; "what type of food should I eat?"; and everyone has different tastes for food. But as the years pass I have come to realize that I'm really being asked to recommend a good quality or popular beer kit.

First I would like to say that if you like beer then I believe any beer is good. Over the years we have had a lot of beer kits come and go. Some were excellent while others left a lot to be desired. Based on your feedback and the integrity and reputation of manufacturers we believe that we now carry the best beer kits in the industry.

When choosing a beer kit you should think about what type of beer you like to drink. We have many different styles so you're sure to find one that will satisfy your taste. Make sure you choose the highest quality kit that

your budget will allow. Avoid outdated kits because malt extract deteriorates with age and will not make a quality product. Most beer kits either have a best before date or a manufactured date. Choose the freshest kit available for best results.

When it comes to quality it's hard to beat Brew House. These kits are made in a microbrewery using the same quality control standards as commercial breweries. Brew House kits are made using all grain and real hops. They contain no added sugars or malt extracts. Brew House kits are easy to make and are by far my favourite. When I need a good beer in a hurry I will always turn to Brew House. Don't hesitate to try something different. If you drink only light beers gradually work your way up to a darker one. You will be surprised at the many unique and pleasing flavours that you may be missing. Drop by and talk to me. I will be glad to expand on this topic with you. ♦

...Chocolate Port

dark, bittersweet aromas of coffee and vanilla. It's like an entire chocolaterie in a glass! Toasty hints of oak guide the way to a long, rich finish.

Oak: Toasted – Sweetness Code: Sweet – Body: Full – Alcohol by volume: 15 - 16.5%

Orange Chocolate Port

Winner of 28 medals in the Winemaker International Amateur Winemaking Competition! This rich speciality 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.

Oak: 0 – Sweetness: 5++ – Body: 5

Both of these ports will pair fabulously with dessert or it can be the dessert on its own.

As you can see there is an abundance of new products which should make for an exciting winemaking season. Drop by soon to see all of our new offerings. ♦

How do I use the dried grape skins in the En Primeur wine kits?

You have two choices, either empty the GenuWine dried winery grape skins into the enclosed cheesecloth bag and place in the primary fermentor or open the bag and pour the grape skins directly into the primary fermentor for greater contact and easy extraction of colour and flavour. The latter method can be a little messy and may make siphoning and transferring more difficult but you will get better extraction from the skins. If you use this method you will also have to stir your wine daily while in the primary fermentor because the skins will rise to the top and you will need to stir them down in order to extract maximum colour and tannin and to avoid mould growth on top of the skins.

At the transfer stage, squeeze the grape skins well as it can absorb a fair bit of wine and result in a loss of precious, premium quality wine.

I'm interested in making the Orange Chocolate Port. How much aging does it need? I would love to have some for Christmas.

You're in luck. The Orange Chocolate Port is dessert wine and while it has a traditional port wine base it does not need aging. The orange and chocolate and overall fruitiness is going to make it delicious right out of the carboy. This also applies to the Winexpert Chocolate Raspberry Port which will be available in October.

I like the Orchard Breezin & Island Mist kits but I find them too sweet. Can I reduce the sweetness?

Mist wines are designed to be sweet and that's how most people enjoy them. If you want to reduce the sweetness you can add 1/2 of the flavouring pouch at the beginning of the fermentation and add the remainder as per the instructions. ♦



The Big & Easy Bottle Brew

This is a totally new and different home brewing kit. It is a revolutionary, easy way to make your own premium beer at home without any equipment or brewing knowledge. No cleaning, mixing or transferring necessary. Imagine, taking home and making the equivalent of a 6 pack for \$6.50 plus tax. Perfect beer every time. Ready in as little as 7 - 14 Days!

This New and innovative product is professionally brewed and bottled in a micro brewery using only the best selected barley malt, imported hops and purified water. It is NOT made from malt concentrate!

Comes in either Premium Pilsner, Red Lager or Mexican Cerveza

Back By Popular Demand

Your requests have been heard and three of the 2006 RQ varietals have been added to the Cru Select regular line-up. Now available in our stores:

Spanish Monastrell Cabernet. Full bodied, it has a deep, dark colour and breathes intense notes of ripe plums, cassis and toasted oak on the nose.

South African Petit Chenin Blanc. Medium to full bodied in nature, this wine shows signature notes of citrus and floral freshness in it's bouquet.

Australian Shiraz Viognier. Full bodied, it has a deep garnet red colour with a complex nose of violets, spices and rich American oak. Flavours of berries, chocolate and spices are framed by tight knit chewy tannins.

Grand Cru Italian Primitivo

Puglia is Italy's southeastern most region which spans the country's long stiletto "heel". This is where you would find what is considered to be one of Puglia's hottest varietals: Primitivo.

Full bodied in nature, it opens up with a luscious bouquet of ripe black cherry and delicate spices underlaid with a streak of medium toasted oak. The palate is blessed with well rounded smooth tannins, berry fruit and a complex, long finish. Suitable to be paired with hearty pasta dishes and tomato based sauces or strong Italian cheeses.

Oak: 2 – Body: 3-4 – Sweetness: 0 ♦



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!

INTRODUCTORY PRICE

★ **\$99.95** ★

Sale ends October 28/07

Half Price 12 L Carboy



Sale ends October 28/07

When you buy any Port, Icewine or Sherry Kit.

This special also applies to the Orange Chocolate Port & Chocolate Raspberry Port

Cellar Classic Winery Series



Sale ends October 28/07

New & Improved!

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

INTRODUCTORY PRICE

★ **\$89.95** ★

Barons Premium Beer Kits

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



\$3 off

Sale ends October 28/07

All Canned Beer Kits



Sale ends October 28/07



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

Brew House Premium Beer Kits

Made from 100% malted barley & fresh hops!



Sale ends October 28/07

You'll be Amazed!



\$5 off

Micro-brewery style

Orchard Breezin' & Island Mist

A refreshing alternative to wine or coolers



A perfect balance of fruit & wine

\$5 OFF

Sale ends October 28/07

Heritage Estates Wine Kits



Sale ends October 28/07

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
wine kits

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

Coupon expires October 28/07. 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 October 28/07. 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 October 28/07. Regular priced items only.

Not valid with any other offer.

\$5.00 off



Vintners Reserve

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

Coupon expires October 28/07. 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.



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 for a complete listing of medals.

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

Equipment Starter Kit



Sale ends October 28/07

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 **\$69.95** 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 offer expires 10/28/07

★ **\$20 Gift Card** ★

with purchase



Imagine enjoying premium microbrewed beer for half the price you would pay at a liquor store?

Introducing the **Big & Easy Bottle Brew**. Just add the yeast capsule you'll find enclosed under the special pressure release cap. Apply the cap. Wait about 10 days. Refrigerate and serve. That's it. **No equipment needed. No cleaning. No bottling!** Each Big & Easy bottle makes two litres of beer. That's equivalent to a 6-pack or eight 8 oz glasses of beer!

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

Introductory Price
\$5.50 per bottle or
\$39.95 per case of 8

Regular Price \$6.50 per bottle or \$47.95 per case of eight.

Brewery Lane

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

Open 7 Days a Week!



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