

Brew Your Own Beer



Make Your Own Wine

CUSTOMER APPRECIATION DAY A GOOD TIME TO STOCK UP

Let me be the the first one with the message that

"Christmas is Coming!!!"

Of course the reason for introducing that topic this early is that we inevitably get customers coming in on November 25 asking if they can still make wine for Christmas. While this is possible with the new accelerated fermetation processes, to get maximum value out of your wine it should age—and the better the quality of the wine the longer it should age. Therefore, now is the time to make your Christmas wine.

To give you a little help, we are holding our annual

CUSTOMER APPRECIATION DAY

On Saturday September 25, from 9 AM to 5 PM. All batches of wine and beer will be discounted as follows

- \$10.off the purchase of one batch
- \$25.00 with the purchase of 2 batches.
- \$15.00 off each additional batch

With every purchase enter your name for one of the many draw prizes available, including free batches of wine or beer, glasses, t-shirts etc.

We will be serving refreshments, with food catered by Ajax Deli and Hasienda Foods, as well as Tim Horton's coffee and donuts.

Also present will be a representative from R. J. Spagnols who will be able to answer any Wine related questions.

CUSTOMER REFERRAL REWARDS

Or how to share your wine and beer successes with your friends and neighbours, and save money doing it.

Over the years we have found that our best source of new customer is from referrals from you—our satisfied customers. To thank our customers for their confidence in our service all new customers will save \$10.00 off their first order, and you will save \$10.00 off your next batch of wine or beer. (Plus, you will have the eternal gratitude of your friends and neighbours for introducing them to the Brew Kettle.)

New and Seasonal Product Introductions

White Chocolate White Port Style

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 its own, serve chilled as an after dinner indulgence.

Cabernet Franc Ice Wine Style

Its glistening ruby red colour will catch your eye while its nose promises a mouth watering experience. Your palate will be overcome with flavours of sweet and tart red berries and apricots. A lingering honey finish will have you craving more. The rich berry flavours will pair perfectly with chocolate covered strawberries or your favourite dark chocolate dessert.

Holiday CranApple Chardonnay

It's back! Last year's most popular Holiday CranApple Chardonnay is a low alcohol white wine, featuring tart green apples balanced out by smooth white cranberries to create an easy drinking wine with a crisp, refreshing finish. Enjoy sipping this delightful vintage at holiday gatherings or perfect as a hostess gift.



FEATURED WINES

During September, October, November and December 2010 the Brew Kettle will feature both a (6 week) Cellar Classic red and white wine of the month and a Beer of the Month

Enjoy \$10.00 OFF each batch of these wonderful Wines and Beers.

September - Valpolicello

A refreshing lighter style red wine with a fragrant and fruity bouquet. 0,3,0

Sauvignon Blanc

This white is known for its grassy, herbal aromas and green fruit character producing a fine dry and refreshing wine 0,3,0

October - Cabernet Sauvignon

A cherry-currant flavour with herbal undertones nicely rounded with oak. 3,3,0

Verdicchio

A delicate aroma and clean crisp flavour with a hint of fruit and almonds 0,3,0

November - Rosso Grande

An intense, deep ruby colour and a spicy oak aroma. A dry powerful wine. 3,5,0

Pinot Grigio

Crisp and flavourful, with delicate floral notes and tropical fruit aromas with hints of green apples, melon and citrus. 0,3,0

December - Chianti

This luscious wine is admired for its rich velvety fruitiness, subtly accented with oak. 1,2,0

Chardonnay

Clean and crisp, with rich toasted oak flavours and hints of apples and pears. 2,3,0

Beer of the Month

September - Czech Pilsener

Pale Golden, hoppy, refreshing - 5%

October - Brewmore

Light golden, refreshing, lean - 5%

November - Munich Lager

Light Amber, medium bodied, hoppy - 5%

December - Rocky's Ale

Red Amber, full bodied, roasty - 5%

Grape Expectations

Recently scientists at Caltech and Stanford Universities measured how the human brain responds to "expensive" versus "inexpensive" wines.

They had people sample five different Cabernet Sauvignons with prices ranging from \$5 per bottle to \$90 per bottle. However, the scientist switched the bottles in the study; yet the tasters consistently stated that the more "expensive" wines tasted better than the "inexpensive" ones.

The Scientists monitored each taster's brain to see how they responded to each wine. When tasters were told they were sipping the more expensive wine, they found more activity in the area of the brain known to register pleasure. People expected the more expensive wine to taste better, so their brains fulfilled their expectations.

The part of our brain that develops our expectations can override our senses. This research indicates that we experience reality not necessarily as it is, but as we expect it to be!

To prove the point, the Scientist ran the study again with the same tasters, but without providing any price information. And found that price had no relation at all to the ranking of the wines by preference.

So this proves the point—to all those wine snobs in your life who say that wine made on premise is not as good as the LCBO product—it's all in your head!

Emma's Seizure Shrimp Appetizer

(It's actually Caesar Shrimp if you haven't had a few libations)

1. wooden skewers (enough for 1 per person as an appetizer 2-3 for dinner portions) soak in water for 25 min.
2. Thawed, peeled and de-veined large shrimp (8-10 per person)
3. Renee's Caesar Salad dressing

When the skewers are ready, thread the shrimp tails or heads all going the same direction. The long skewer will hold 8-10. Place skewers on a tray covered in plastic wrap and brush the shrimp skewers with Renee's Caesar dressing on both sides. Place on a pre-heated barbeque and cook for about 2 $\frac{1}{2}$ minutes, turn and continue cooking (3 min.) or until they have just turned opaque. Enjoy!!

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