

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 fermentation 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 24, 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

\*not combined with any other offer

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.)

**Seasonal Products**

**NEW!-Coffee Port Style**

Energize your senses with this comforting flavour experience! Typical of medium roast coffee, aromas of toffee, burnt marshmallow and chocolate will entice you and follow through to a palate which finishes with lingering notes of vanilla. Our Coffee Port Style is a wonderful end to any meal, paired with dessert or enjoyed on its own

**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.

**Holiday CranApple Chardonnay**

It's back! Last year's 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 2011 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 - Cabernet Sauvignon

This wine has a deep flavour and aroma, with cherry/currant overtones nicely rounded with oak. 3,3,0

### Pinot Grigio

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

### October - Shiraz

A rich, dark, robust wine with notes of warm berries fresh pepper and oak. 4,4,0

### Gewurtztraminer

Aromatic and rich, with the character of tropical fruit. 0,4,0

### November - Pinot Noir

A fruity, medium bodied red wine. Delicate, yet rich with a warm, oaky flavour. 2,2,0

### Chardonnay

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

### December - Chianti

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

### 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

## 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%

## A WORD OR TWO ON SAVING \$\$\$

I recently visited Alberta and B.C. and was surprised at the differences in the price of a decent bottle of red. A bottle of Wolf Blass Cabernet Sauvignon is \$17.95 in Ontario, about the same in B.C., but only \$13.75 in Alberta (if you buy 6). This made me wonder how the price of wine is determined in Ontario. I did some calculations and came up with the following.

The average 6 week Cellar Classic wine at the Brew Kettle costs \$5.25 per bottle

How much would the same wine cost if sold through the LCBO?

To the \$5.25 add the Federal excise and duty of 6.4% and the wine lands at the LCBO for about \$5.70. Add the LCBO's standard mark-up of 45.9% and the "flat fee of \$14.58 per case and that bottle is now up to \$9.53. Top that up with the Provincial Alcohol Levy of 29 cent per litre, the environmental tax of 9 cents, and the HST of 13%, and the shelf price becomes \$11.12.

So for each bottle of wine I save about \$5.90. At a moderate consumption rate of a case a month, this is a savings of \$850.00 a year.

### Easy Cheese & Asparagus Appetizers

Approx 18-20 appetisers

Prep time: 10-15 minutes

Bake time 8-12 minutes

"Sandwich" loaf of bread- (more square than regular loaves)

1 jar Regular or Tex-Mex Cheese Whiz

1 bunch asparagus

toothpicks

1.Prepare the asparagus by snapping the stems and micro waving the spears in a small amount of water for approx. 3-6 minutes (turning often) until the stalks are tender-crisp. Then run them under cold water to cool, pat dry with paper towel.

2.Cut the crusts off the bread slices and then roll them one at a time on each side with a rolling pin.

3.Generously spread one side with the Cheese Whiz and then place 2 spears on the diagonal (point to point) on the prepared slice of bread. Fold the opposite corners over each other and stick with a toothpick to hold in place.

4. Place on a baking sheet and bake at 350 or 375 for approximately 8-12 minutes, until they are nice and toasty brown and the cheese is melted.

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