



Issue Four

February 2004

WANTED: GRAPE STOMPERS



Just kidding. While we don't actually stomp grapes here at Mountain Brew and Fine Wines, we have been busy. After a hectic and fun holiday season, we are already gearing up for **summer**. Wines put on now will age just right for those lovely July and August days ahead and we have a helpful chart to assist you in choosing an ideal summer wine for you. And...

...if wedding nuptials are on your family calendar this year, be sure to visit us well before you say, "I Do!"

Here Comes The Bride

In recent years, it has become very popular for couples to make their own wine for that special day. Not only is it economical but, it's a special custom touch that will leave your guests impressed and satisfied.



".....we were a little worried about making our own wine for our wedding , but John reassured us that the blends we wanted would definitely be ready for consumption by the wedding. He was right, the wine was great and the process of making it was a lot of fun."

Brady & Kelly

Come and visit us for a special consultation and please do be sure that you leave enough time to ferment, bottle and age your wine so it will complement that marvelous day. Depending on the type of wine you choose, ideal lead times are between 4 and 7 months before the wedding. *Hint: In our experience, some of the more popular choices include Chardonnay and Sauvignon Blanc as white wine selections while Cabernet Sauvignon, Merlot and Vieux Chateau du Roi are preferred choices for red wines.*

Here at Mountain Brew and Fine Wines, our special Wedding packages also include corks, shrink caps and printable labels. And the wine of course!

Prices range from \$100.00 to \$130.00 per 23 litre batch (about 30 bottles)

wines of the WORLD



This issue, we continue our tour by exploring some of the exciting wines of Italy:

REDS

BAROLO - Deep in colour and high in tannin. Excellent for both early consumption and long-term aging. The texture is full flavored and ripe with warm black fruits, plum and toasted oak.

AMARONE - A style unique to the Valpolicella region in Italy. After picking, the grapes are dried, pressed and processed into a must with concentrated characters and flavours. In the glass the wine shows a deep, dark and inviting character of rich raspberry, blackberry and cassis. Ideally the wine should be aged.

CHIANTI - This luscious red wine is aggressive in nature and admired for its rich, velvety fruitiness and crisp, clean and spicy nature with subtle accents of oak and black pepper.

WHITES

ITALIAN STYLE SOAVE - This wine is light and delicate with a slight nutty flavor. You will enjoy the perfect balance of fresh fruit and crisp acidity. This wine is best consumed young to retain its freshness.

PINOT GRIGIO (Pinot Gris) - This medium bodied, straw colored wine has delicate floral notes, characteristic tropical fruit aromas and a hint of green apple, melon and citrus. A bouquet of honey and herbs completes the experience.

PINOT BLANC - A superb wine with rich, full-bodied flavour and slightly herbal aroma. Subtle undertones of apple and peach round out this wine. Best consumed early.

ANNOUNCING RESTRICTED QUANTITY WINES FOR 2004

Each year, we offer you a very special selection of outstanding premium wines that are available for a limited time only and at an exceptional price of only **\$130.00!** Our customers rave about them every year.

january

PINOT NOIR from British Columbia.

The craggy desert earth, long sunlight hours and cool nights yield the intensely flavorful grapes that display aromatic flavors of Cherry, oak, spice and herbs. This wine will capture the silky, velvety tannins and an expressive perfumy nose resulting in a smooth mouthfeel.

february

CABERNET / MERLOT / SYRAH from Chile

Combining the long dry summers and loose stony volcanic soils and you have a recipe for excellence with Cabernet, Merlot and Syrah grapes. Blended together note the spiciness of the Cabernet, fruitiness of the Syrah and the softening effect of the Merlot resulting in an extremely fruity and clean full-bodied wine boasting complex flavors of ripe black currants, plum and subtle oak tones.

march

GEWURZTRAMINER from Germany

The Pfalz region is blessed with mild climatic conditions and diverse soil types producing an excellent terrior. Gewurztraminers produced here are assertively full-bodied, expressive and round. This wine delivers deep intense aromas of roses, lychees, tropical fruits and delicious spicy notes. This wine finishes off-dry.

april

PINOTAGE/CABERNET from South Africa

An extraordinary place in the lush valleys of the Cape mountain ranges with fertile soils combined with a Mediterranean climate. This is a cross between Pinot Noir and Cinsault resulting in a classic high-toned, perfumed nose, hinting at ripe strawberries, oak and spices. Blended with a rich and lively Cabernet it produces a full-bodied wine with velvety texture, refreshing berry fruit and complexity with depth of flavor.



HERE'S TO YOUR HEALTH

and how wine or beer can help

It first must be understood that all things are best consumed in moderation. There is such a thing as too much of a good thing. Remember that. Secondly, we are not health experts by any stretch but have read some articles which say that enjoying a glass or two of wine or beer in moderation, may have certain health benefits. The general phrase that "darker is better" is said to apply to both wine and beer. Red wine is better than white and a dark beer is better than a light one when it comes to health although there are still benefits in white wine and lighter beer.

Wine contains high density lipoprotein (HDL) which helps keep the blood vessels clean and keep the arteries clear which may also help to reduce the chances of a common ischemic stroke. After drinking wine in one

case study, people were tested for helicobacter pylori which causes ulcer infections and it was found that those who drank three glasses per day had 1/3 fewer bacteria that causes ulcers compared to non-drinkers. Wine also contains resveratrol which may help to suppress some cancers and red grapes that go into red wine contain bioflavonoids. These are antioxidants which may also help to prevent certain cancers.

Beer is high in B-vitamins and folates, both of which lower homocysteine blood levels which have been linked to an increased risk of heart disease. The ethanol component of alcohol in beer has significant anti-clotting effects similar to aspirin and it is also found that beer may help to increase bone density.

tasting your wine

Wine has many different and subtle flavors and aromas all at the same time. The next time you taste a glass of wine, try to be attentive to what is being passed through your mouth.

First notice the appearance of your wine.

- tilt your half full glass away from you against a white background. How dark or pale and what colour is it?

Second swirl and sniff your wine.

- keeping your half full glass on the table rotate the glass so the wine swirls inside your glass and then quickly raise the glass to your nose and sniff. What do you smell? Do this several times.
- take a medium sized sip of wine, hold it in your mouth and with lips pursed, draw some air across your tongue. Swish the wine in your mouth then swallow it. We can taste bitter, salty, sour and sweet. What do you taste?

Finally combine your nose and your taste to determine what you like or dislike about your wine.

- the tongue can only pick up four types of taste and the nose fills in the rest. Together they make a wonderful team.

Some typical or common aromas or flavours associated with wine are;

FRUITS	HERBS	VEGETABLES	EARTH
FLOWERS	GRASS	TOBACCO	TOAST
SMOKE	COFFEE	CHOCOLATE	

Next time you come in, ask for a copy of the Aroma Wheel designed by The University of California (Davis). This wheel divides and subdivides aromas and flavors, both good and bad, associated with wine to assist you in describing what you are enjoying. It may add an interesting new dimension to your wine enjoyment.

Mountain Brew and Fine Wines

has been established now in Collingwood for over 12 years! We are proud of our success, we enjoy our fun-loving customers and we welcome new wine and beer makers every day. Making your wine or beer is as simple as ever. You choose your product preference (and we're happy to help) and get it started in about 10 minutes. We'll take it from there until it is time for you to come back to bottle your finished wine or beer. One batch of wine typically makes about 23 litres or 30 bottles while a batch of beer makes about 48 litres or 96 bottles. Effective January 1, 2004, our prices are as follows:

WINE

Heritage estates	\$ 94.00
Grand Cru	\$100.00
Cru Select	\$130.00

BEER

New beer prices range from \$91.00 to \$102.00 (depending on the type of beer).

You Asked For It...

In response to your many inquiries about specials that may be available, we will be offering special pricing on a featured red and white wine each month beginning with:

january 1 - feb 15

Grand Cru	Chamblais Hearty Red Zinfandel
Cru Select	Pinot Grigio Australian Cabernet Sauvignon

february 16 - march 31

Grand Cru	Italian Style Soave Chianti
Cru Select	Sauvignon Blanc La Rioja Nueva

HOURS OF OPERATION

OPEN:

Tuesday to Friday 11 - 5

Saturdays from 9 - 1

Tuesday evenings by appointment.

Drop in to see us at 100 Mountain Rd in Collingwood (*opposite Goodyear*) or call us at **705.444.5246**



Mountain Brew & Fine Wines
100 Mountain Rd., Unit 11A
Collingwood, Ontario
L9Y 3Z8



WE RESPECT YOUR PRIVACY

At Mountain Brew and Fine Wines, we respect the privacy of our customers and are committed to protecting your personal information in accordance with privacy legislation. We only collect personal information that is necessary to professionally serve you in the making of your wine and / or beer or in product purchases and, we do not share personal information with anyone. We may from time to time use information we have on file to contact you by phone, mail or electronic means in some of our advertising and marketing which we believe may be of interest to you.

If you wish to have your name removed from our mailing list,
please contact us by phone at:

 **705.444.5246**

or give your direction to us in person or by mail at:



**Unit 11 A - 100 Mountain Rd.,
Collingwood, ON L9Y 3Z8**