

501-BREW

SR BREWING



March 2015

March Specials

We are celebrating the heartbreak grape this month. The **Pinot Noir** grape is notoriously difficult to grow and grow well. In honour of some of our favourites that we entered in this year's Winemaker Competition, save 15% off any batch of **Pinot Noir** this month.

We have more than 14 different **Pinot Noirs** from four world class suppliers. Pick from an elegant 4 week Chilean **Pinot Noir** to serve this spring, of an amazing 5 week wine from our very own Okanagan that will be perfect this summer, or maybe splurge on a fabulous 8 week offering from Sonoma Valley California to savour at Christmas or next year.

Pinot Noirs are among the softest and gentlest of red wines. People often talk about black cherry with hints of spice. Whether you are new to red wine, or adding to your collection, come talk to us about your **Pinot Noir**.

Spring is just around the corner. Afternoons are longer and perfect for **sipping wines**. Sit back and enjoy a chilled glass of one of over 30 fruit laced wines in the Orchard Breezin, Niagara Mist and Island Mist line-ups. Classics like Blackberry Merlot and Green Apple Riesling are now joined by the two newest; Coconut Yuzu and Mango Strawberry. Perfect to share a batch or two among friends for variety. Buy **any two fruit wines and save 25% off the second batch**, make it **two of the same and save 50% off the second batch**. Now that's incentive to try something new.

And speaking of new, try the new Merlitt Merlot or Leaner Traminer [Peach Gewurztraminer] or Tropical Riesling [Mango Pineapple Riesling] in the new **Skinny Mist** line-up. 8% alcohol and only 90 calories [20 grams of sugar] per glass. That's 1/3 less than any other wine we offer. And so refreshing! Plus the cutest label! Try them this month.

Spring cleaning includes yard-work. What's better to slake your thirst than a chilled **Cervesa**? One that you **saved \$20** on! This month's beer special is a light lager in the Mexican style, you know, the one with the beach chairs. Light and bright, it's perfect for relaxing after chores.

Reminders

Refer your friends and get **10%** off for each of you and you'll have a bottling buddy!

Happy birthday! Place an order on **your birthday**, and you'll **save \$25** on all regularly priced wine and beer orders.

Seniors' Tuesday! **Save 15%** off any regularly priced wine or beer on the **first Tuesday of every month!**

Join us Sunday March 29 for our annual client appreciation event. You voted us best in Surrey, for the 7th year running, and we are committed to creating for you the best ubrew wine, beer and cider experience. Come celebrate **March 29** from **noon till 4**. Fun, food, silent auction, Happy water and much more.

Can you say wedding? I do!

It's now legal to serve you own wine and beer at special events. A Special Occasion Permit costs \$25 and no longer disallows ubrew.

For weddings or any other large celebration, Ubrew is worth considering for budget and quality. We have wines to suit every budget, and every style of entertaining. We can help you match the wines to the menu, and we can even help you connect with caterers and event planners.

Watch for us at the 2015 Bridal Showcase at the Sheraton Guildford on Sunday March 22. We'll be giving away free samples so if you're going, or know anyone who is going, stop by Table 16.

How many times did we mention **Pinot Noir** in this edition? Guess right and win a \$10 credit. Tell us by email or Facebook.

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WHERE?

7533 135th Street
Just behind Canadian Tire and Costco
Same plaza as Knock on Wood

OUR HOURS

Tuesday ,Wednesday, Saturday 9-4
Thursday- Friday 9-7
Sundays by appointment



Rules of Engagement:

You start the beer or wine. That means you add grains [beer], yeast [wine] , or one of the other key ingredients to start the fermentation. You settle your tab and sign the small print [see below] . We do the rest of the work. You come back to bottle your treasures.

It's that simple! Have fun, save money and proudly bring home great beer and wine!

THE SMALL PRINT

I, _____ have purchased the ingredients and started the fermentation to brew this excellent product for my own personal or family use, not for resale or commercial purposes. The brew charge includes rental of all necessary equipment until I bottle. I authorize the operator to hold this product until I return to bottle and take home my wine or beer. I will abide by the Ubrew rules and sample no more than 3 oz while I bottle.



Thank YOU for voting
SRBrewing Surrey's Best Ubrew again!
We're waiting for our 2014 logo to add to
the collection.

Winetasting 101; Session 1

Over the next few months, the back page of the newsletter will be dedicated to a new winetasting guide. We're borrowing liberally from the great work of Dr. Noble and Kevin Zraly. Let's start by describing the 4 building blocks of flavour: sight [visual and psychological], smell [olfactory], taste [gustatory] and feeling [trigeminal]. Take notes, there will be a clue after we finish. Some of this is technical, but it will make sense next time you raise a glass! [PS always use a white background!]

#1- SIGHT: Clues Only; Don't be Fooled

This idea of sight affecting flavor is not hard to grasp if one thinks of some food which looks unappetizing, but then tastes very good. The reverse is also true. How often is an item selected from a cafeteria line that appears very tasty but turns out to be bland or worse? This *expectation based on appearance* often psychologically sets up our taste buds. In wine, this sight prejudice leads us to expect that transparent and bright wines will be good-tasting, and wines that are cloudy or dull in color will not. Although this does not necessarily hold, still our sense of sight sets us up psychologically for gustatory enjoyment or disappointment.

Color can be an indicator of what the nose and the mouth might expect. Clues as to the grape varietal identity and the age of wine can be revealed by its hue and transparency or opacity. White wines may appear from very pale greenish and brightly clear (suspect youth and bone dryness) to deep golden brownish and approaching translucence (probably well-aged, possibly nectar-like). Reds run from brickish red and nearly transparent (may be older, mellow) to deep opaque bluish-purple (expect young, brash, tannic). Bright pink rosé or blush wines are often youthful, while orangey-bricky ones are usually past their point of prime drinkability.

Although they may appear to be in a range of either red-purple or green-yellows, wine grapes are referred to as black (*noir*) or white (*blanc*), depending on the color of their skins at ripeness. Pinot Noir, Grenache and Mourvedre tend towards a garnet or brickish tone. Syrah, Cabernet Sauvignon, Cabernet Franc and Barbera can make wines so inky-purple they could refill fountain pens. The hues of the black grapes are consistent but they become nearly transparent when made into rosé or blush-style wines. Sauvignon Blanc and Chenin Blanc tend to be green. Semillon and Viognier are generally more yellow. Gewürztraminer and Pinot Gris (*Grigio*) can have a light tannish-grey cast if allowed to fully ripen before made into wine. Most unnamed varietals fall in between these color ranges.

Sight may set up initial expectations in the other senses, or serve as confirmation *after* smelling, tasting, and feeling a wine's properties. When aromas of tomatoes, bouquet of earth, light tannins, a texture of velvet, and flavor of dried cherries all lead to suspicions of Pinot Noir, the garnet edge may confirm it.

Next: Smell!