

501-BREW

SR BREWING



April
2013

April Features

Summer is coming! So why not take home a double batch of your favourite Lounge or Orchard Breezin' flavour and save 50% on the second batch of the same flavour. Too much of a good thing? Share with friends and family!

Our **Lounge** favourites are the Mojito, Long Island Iced Tea and Lemon Lime Margarita but the new Blackberry Lime Daquiri promises to be delightful for a summer evening. Normally \$90 for 12 litres, now \$135 for 22 litres. Can't beat that! Just remember that 18% ABV requires some respect and some crushed ice!

Or in the **Orchard Breezin** line-up pick from over a dozen light fruity flavours including Pearlicious, Seville Orange Sangria and Green Apple Gewurztraminer. Regularly priced at \$130, take home a double for \$195!

And one of our favourite combinations to add to your collection: **Cru Select Australian Viognier Pinot Gris** [0/3/0] and **Cabernet Shiraz Merlot** [5/5/0] each offered at \$20 off. Regular pricing is \$185 and \$190 respectively.

Gluten Quiz

Are you watching your gluten intake? This quiz might dispel a myth or two. Which of the following is true? And there is only one right answer!

- A Red wine has more gluten than white wine
- B White wine has more gluten than red wine
- C Craft beer is gluten free
- D All our wines are gluten free

Send us an email with the one correct answer and you'll get a bonus entry for this month's draw for \$50 off your next order.

Thanks for your support!

We hope you had fun at our 5th anniversary/ St. Patrick's Day event! We raised over \$500 for the Easter Seal kids!

Special thanks for F.O.G. and Frank Soda for bringing music to the brewery. And to Glenn [the new drummer in Classic Soda!!] for organizing the music.

We have enjoyed serving you and we appreciate your support and patience. We hope that we have made your days and evenings a little brighter too!

What's new for April?

We're going back to offering **synthetic corks** for an additional \$5 per batch. Definitely a good idea for the reds which will be aged for a year or more. To get you started, free synthetic corks with each Cru Select, Winery Series, En Primeur and Showcase red ordered in April.

HST is gone and **PST is back**. So what does that mean to the cost of wine and beer? If you look carefully at your invoice, you'll see that the ingredient costs are not taxed because they are classified as food products.

The service charge is subject to tax. Our service charge is currently \$46.00 for a full batch of beer or wine. The HST on the service charge **was \$5.52 which is now replaced by \$3.45 PST. Yes, that's a saving of \$2.07 per batch!** And the PST also applies to all "goods" purchased like our great Tshirts and gifts.

And a new special... **first Tuesday of every month is seniors day**. Come on in and get 10% off your order [specials not included].

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WHERE?

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

COME SEE US!

Tuesday - Wednesday 10-5

Thursday- Friday 10-8

Saturday 9-5

Sunday by Appointment [min 48 hr notice]

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 for 5 consecutive years!

Air and wine

No its not the title of a song [but it could be!]. Let's go over how air and wine interact.

Air is essential to the fermentation process. Once the fermentation is finished, the wine is stabilized and gassed to release airbubbles. When the wine is filtered and bottled, air is re-introduced for the last time until you are ready to uncork and enjoy.

So when you take the wine home, please keep the bottles upright [standing] for 1 week then lay then on their side. While the bottle is upright, and the cork is still dry, air escapes from the wine into the space in the neck [technically known as the ullage] and out through the cork. If you had dampened the cork to ease the bottling, same process. If you soaked the cork or used synthetic corks, we still recommend the same process. Once you lay the bottle on its side, the cork is permeated with wine and forms a seal so no more air gets out, or into the bottle.

When pouring wine, air mixes into the wine, aerating it. You can also decant or use an aerator especially on the reds to bring out the flavours.

Simply Delish

If you have tried Simply Delish products, you know they are wholesome, healthy, simple and delicious. We introduced the line a year ago because the product is generally available only at farmers markets in the summer months.

And we love the product!

But really, who does their grocery shopping at a Ubrew? So we introduced our fabulous neighbourhood butcher to the product. You can now buy the product year-round at Sports City Butcher in the plaza on the corner of 152nd and 64th. Same pricing [\$7 each or 3 for \$20] and an even better selection. Say hi to Marg and Vern while you're there!