

501-BREW

SR BREWING



April 2015

This month, we celebrate two classics; **Merlot** and **Sauvignon Blanc**. We offer a wide range of both varieties. Save 15% on them this month!

Merlot is a native of Europe and is one of the classics in the great Bordeaux. **Merlot** is a naturally sweet grape, with notes of blueberry and raisin. It feels round and soft on the palate.

One of our favourites is the **Grand Cru International Washington Merlot**. It takes 5 weeks, and it is mature in as little as a few months but can stand a few years in the cellar. Regular \$160, order a batch today for \$136 or \$4.53 per bottle.

So you're feeling more posh. Perhaps the **Winery Series Chilean Merlot** [6 week, fermented on grape skins] or even the 8 week **Eclipse Stag's Leap Merlot from Napa Valley**?

Sauvignon Blanc originated in France and like Merlot, is now cultivated globally. It is light, in both taste and colour, slightly acidic and smooth making it a great white with dinner or of an afternoon. **Sauvignon Blanc** features a distinctive "catpee" or grassy note which gives way to grapefruit and gooseberry.

For patio quaffing, its hard to beat the **Vino del Vida Chilean Sauvignon Blanc** for value and fresh fun. Regularly \$123, order this month for \$105 [yes, under \$3.50 per bottle!].

Progressing up the scale, we offer **Sauvignon Blancs** from New Zealand, Australia and South Africa. The 6 and 8 week **Sauvignon Blancs** tend to have more body and a more pronounced varietal character than their more modest 4 week counterparts.

Next month, stay tuned for our powerful earthy Taurus wine specials; Cabernet Sauvignon and Chardonnay.

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!** **Next one is May 5!**



BIG THANK YOU

to everyone who participated in the Annual BBQ,. The hamper was overflowing for the Food Bank and the donation much appreciated. Some of you couldn't attend but supported us in your own way. Special thanks to the folks at **Paul's Aquarium**, **Beam Vacuum** and **Sports City Butcher** for their support in absentia support!

Next Event **Friday April 24** 7pm to 9pm. Sorry guys, this one is **Ladies Only!** Call or email for more information!
ubrew@srbrewing.com



Wondering why the newsletter was late this time? We've been waiting to share our latest additions to the What's New category! Welcome to **Velvet Touch Artisanal Soaps** and **Luv Your Sandals!**

Velvet Touch Artisanal Soaps are made to enhance and heal the skin for many issues we face today. They're made using the traditional Cold Process method and really good ingredients, plus Noel's enthusiasm. A detailed description of the ingredients is available.

Luv Your Sandals is more than just sandals although they are "must haves". Come browse the beachwear and bling. And some really beautiful original gift cards.

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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 2

SMELL: Acute, Ancient and Fragile

The nose sometimes beats the eyes in the race for setting up the tasting expectations. An aroma carries from one room to another, beyond the line of sight. Of the five senses, smell is the most **acute**, 1,000 times more sensitive than the sense of taste. What is termed *flavor* is influenced by roughly 75% smell (olfaction) and 25% taste (gustation) in healthy individuals. Ever notice how foods seem to taste bland or less distinctive when the nose is blocked by a cold?

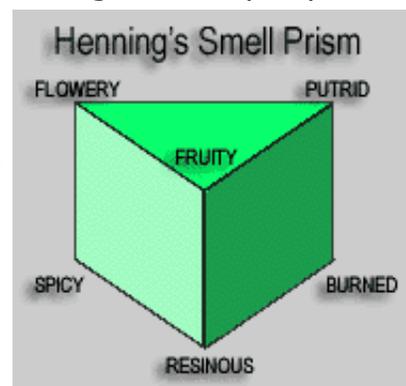
The sense of smell is **ancient** one of the earliest senses evolved, for locating food, warning of danger, and regulating sexual behavior. Unique among the senses, the scent message passes directly through the limbic system, the emotional center of the brain, on its way to conscious identification in the cortex.

Smell is also the most **fragile**. You are outside when you smell something yummy cooking. In pursuit, you trace it to the kitchen where it becomes stronger. After standing there for a few minutes, however, the cooking odors fade. This is part of sensory adaptation: the self-adjustment to a constant level of stimulus in an environment, so that the individual retains sensitivity to changes. This adaptation also occurs for the sense of sight in a darkened theater or hearing in a noisy city.

The chemical make-up of wine includes many trace elements that contribute to the combination of smells. Some of these same elements are also found, frequently in higher concentrations, and in other familiar foods, spices, flowers, etc. That's why wine smells often evoke other scents and memories.

With training, concentration, and practice, you can learn to find and describe these elements of complexity.

So pour a bit into a clean glass, swirl it around with your eyes closed. Does it remind you of honey, citrus, cherries, leather, tobacco or vanilla? Just a few of the familiar smells you'll start to notice in your wine. Cheers



Next month, TASTE!