

501-BREW SR BREWING



July/August
2012

What's new on the shelf?

In the **Grand Cru International** line-up, we welcome the arrival of the **Italian Pinot Grigio**. 0/2/0 The deep apple and grapefruit bouquet will entice you. Apples and citrus notes follow through to the palate and linger with a dry finish. Priced at \$150 [or \$5 a bottle], it will quickly become a best-seller. Easy drinking within a month of bottling.

If you enjoy the wines from the Rioja region of Spain, you'll love the new Tempranillo Grenache in the Cru Select line-up. It was so popular as a Restricted Quantity release that we have added it a permanent offering. Massive but smooth and elegant. 4/4/0. Cellar for a few months up to a few years. Great value at \$185 [\$6.17 per bottle].

Summer Specials

Summer is for relaxing and enjoying. We'll make it real easy for you.... Book any full batch of beer, or any wine kit that is 6 weeks or longer, get a **\$25 discount** on your September/October batch. Anything of Cellar Classic, Cru Select, Winery Series and En Primeur wines qualify. You pick, you save.

Also on special for July and August, the **Vino Del Vida World Tour Italian Valpolicella** and Australian Chardonnay wines are a perfect pair to restock your cellar.

The **Chardonnay** 4/4/0 is full-bodied with a long oaky finish [and if you prefer, we can reduce the oak]. Great value even when its not on special.

An easy sipping red, the **Valpolicella** 1/3/0 is well balanced with medium body. Soft and full or bright fruit

Buy both and save \$25 on the pair. [That's 10% savings.]

You may already have your Lounge wine cocktail favourite, but if you don't this is a great way to try them all. A batch of 15 bottles is \$75. For a limited time, reserve a sampler. Take home three bottles each of the Long Island Iced Tea, Mojito, Pina Colada and Lemon Lime Margarita for \$75. Call your friends for an instant party!

July 21

Celebrate summer! Join us Saturday July 21 for a BBQ and a lot of fun. Pop by any time between 1 and 4.

Great prizes, yummy food, silent auction and spot specials.

We'll also be announcing our new referral program aimed at forming your own wine club.

Team Building?

Looking for a new way to bring your office together? How about letting them blend their own wine!

Here's how it works, order 3 batches of wine. Split your team into two or more teams. Instead of bottling each separately like you normally would do... have them each custom blend a wine. You get to be the judge and decide which wine wins. We will blend the wine according to their recipe and you all get to take home an excellent wine plus whatever is left that does not get blended. Talk to Jane for more details.

Vacation Alert

We're heading to Niagara on The Lake for a Winemaker's Conference then over to Port Dover to visit with Jane's sister. The store will be on restricted hours from August 19 through 28.

We'll post more information later this month.

SR BREWING

WHERE?

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

Phone: 604-501-BREW
E-mail: ubrew@srbrewing.com

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.

MEDAL UPDATE

Many of you have asked whether you can order our award winners. The answer is yes, and no. Some were limited releases, some are seasonal some have been discontinued but many are still available.

AVAILABLE

Showcase Rosso Fortissimo

Vidal Ice Wine
Premium Sangiovese

Riesling Ice Wine
Showcase Red Mountain Cabernet Sauvignon

Winery Series Rosso Grande Eccellente
Showcase Carmenere

Winery Series Grenache Syrah
Lounge Pina Colada

Winery Series Valpolicella

Glad Hatter Australian Shiraz

MISSED IT

HighTail Zinfandel

Showcase Rattlesnake Syrah

2011 Hang Ten

SEASONAL

Orange Chocolate Port

White Chocolate Port

4-5-6-8 Timing is Everything

We offer over 400 wines. How do you decide between wines? Let's say you know you want a Merlot. We have everything from 4 week value priced wines, to 8 week wines sourced from a specific region in the country of origin.

The 4 week wines are generally ready to drink a month after you bottle. Additional time in the bottle is beneficial but these wines are crafted to be enjoyed within a year.

We offer two different 5 week labels. Glad Hatter wines are ready after a month and can be cellared for a year or more. The Grand Cru International series wines improve with 2 or 3 months age, and the reds can be cellared for two years.

Most of the 6 week wines need 3 months to mellow in the bottle, the Winery Series even longer. You can cellar them for 2 years or more.

The En Primeur series wines need at least 6 months to "ripen". Whites hold well for up to 2 years, reds for up to 5.

