

Vinexpert info

News from your local Vinexpert Authorized Retailer

Spring 2011 No. 43

Spring Promotion and Contest

During the month of March, buy one Island Mist
kit of your choice and get an instant

\$10 Rebate

on the purchase of any other Vinexpert wine kit. This promotion ends April 3, 2011.

Visit your local Vinexpert retailer to enter our

Beat the Winter Blues

contest* and you can Win a \$2000 Transat
Holidays gift certificate to use towards your
next vacation in the South!

*No purchase necessary. See in-store contest rules or visit our
website: vinexpert.com/concoursquebec

Contest ends March 31, 2011.



Love your wine. Guaranteed.
Visit us at www.vinexpert.com

vinexpertTM
LOVE YOUR WINE



3 Continents Meritage

Do you prefer red or white?

The 2010 Selection Estate Small Lots “3 Continents Red Meritage” was so popular that Winexpert is pleased to announce that for 2011, we will be offering “3 Continents Red” AND “3 Continents White” Meritage in the Small Lots offering.

For those of you who aren't familiar with the name Meritage, it came into existence back in 1989 in California as a way to define a “Bordeaux Blend” of grapes that was made on non-French soil. The word ‘Meritage’ is a combination of merit and heritage which represents the high degree of winemaking skill required to produce these outstanding blends.

Red Meritage must include at least two of the following: Cabernet Sauvignon, Cabernet Franc and Merlot. White Meritage must have 2 of the following: Sauvignon Blanc, Semillon and Muscadelle. A single varietal cannot make up more than 90% of the blend and it has to be a ‘high-end’ wine for the winery, no bargain basement offerings.

The taste profile for a Meritage is very similar to a Bordeaux since it is made with the same grapes, but not in France. Available May 2011.



Bronze medal winner at the 2010 Wine-Maker Magazine Wine Competition

The Return of Spanish Rosé

by Popular Demand

Rosé is One of the Most Glorious Wines in the World even though it's often overshadowed by big reds and heavier, oaky whites. The best Rosés, are subtle, complex wines that have about as much in common with White Zinfandel as the graceful art of ballet has with falling down a set of stairs! Winexpert Spanish Rosé is a luscious combination of Spanish red and white grapes, including the silky and seductive Tempranillo, creates a perfect Spanish Rosé that should be enjoyed while young, crisp and refreshing.

Full of red summer fruit aromas, grenadine, cherry and strawberry over a backdrop of aromatic herbs, it's soft and silky on the palate, but with a fine freshness underlining the ripe berry flavours. The palate is full of bright stone fruit that is beautifully balanced with a crisp, refreshing acidity and a lingering finish with a hint of minerality. A versatile wine that pairs well with a long list of dishes, from small appetizers, to a fish & seafood paella and many other tapas based on vegetables and white meats. Available April 2011.

Winexpert will be making a \$1 donation for every Spanish Rosé wine kit that is sold in Quebec to the Weekend to End Women's Cancers. Please help support this important cause.

For more information visit their website:

http://mo11.endcancer.ca/site/PageServer?pagename=mo11_homepage



Introducing Island Mist Cranberry Malbec

Combining the mouthwatering juiciness of North American cranberry with the plum, blackcurrant and sweet cherry of Argentinean Malbec makes a Mist that's luscious, lush and perfectly balanced for sweetness with a 'drink-me-now' quality. Serve with grilled foods and light fare or even just the lazy days of summer with sunshine and friends.

Available March 2011



Limited Edition

How to Savour the Flavour

2010's Limited Edition program featured a great lineup of varieties and regional styles, and the finished wines are going to be superb, forming the nucleus of a great cellar that's going to drink beautifully and improve for years.

Yes, years. Many wines can last for extended periods in a good cellar, but the best improve profoundly over time. This simple principle is the key for anyone serious about making the best wine they can. The magic ingredient for outstanding wine is time.

The processes of change that wine undergoes during ageing are so complex that we only have the barest understanding of the fascinating, overlapping reactions of organic chemistry going on; cracking, where complex molecules break apart, releasing different flavours, aromas and textures; polymerisation (opposite of cracking) where small molecules combine chemically with each other to produce a very large chainlike molecule, called a polymer (some heavy enough to drop as a sediment); oxidation, where oxygen bottled with the wine combines with sulphur compounds, cleaning the wine up and brightening fruit; sugars and acids converting, changing; thousands of others.

Wine collectors worry endlessly about this: is it time to drink up my 82's? How much of the 2003 should I put away? Are my pre-1970 Barolos over the hill? We don't have to share their dilemma, because most of us make wine for enjoying in a shorter time-frame. But that doesn't mean we can't get more out of our wine by ageing at least part of it—don't worry, I'd never ask you to age all of your wine for years before you drink it. I have too much sympathy for thirsty winemakers!

Instead, for each of your Limited Edition wines, set aside six bottles. Put them into cases and tuck them away where you can't easily get at them.



Leave them alone for a full year.

Then, come January 2012, go get one bottle of each and try them (not all at once, of course!).

At a year of age it's going to be the best bottle of the batch, so far . . . Every six months after that get another bottle. You'll be able to observe

the changes and appreciate the transformation the wine

will undergo. At the end of three years the last bottle of wine will stun you, tasting like no other wine that has come out of your cellar, and everyone else you share it with will say the same thing: 'You *made* this?' Well, unless of course, they say, '*You* made this?'

Something else I've done in the past that served as a fantastic learning experience was to put aside a full case of wine, pulling one bottle out each year, making tasting notes, and comparing them to year's previous. Eventually the last couple of bottles went downhill, but I learned more from those than any of the others. It showed me the real reason for building a cellar: so you can age wine to catch it at its peak, then drink it while it shines most gloriously and accompany it on its journey

And whenever you open your wine, remember that it is a journey, and the winner is the one who pays the most attention to the scenery, not the one who finishes first.



Wasn't that a Party!

What a success! The launch of our seasonal release Selection International French Gamay Nouveau was a huge hit with winemakers from coast to coast. Many customers hosted Gamay Parties and pictures have come in from deliriously happy consumers and we wanted to share them with you. To see more pictures and share your Gamay Nouveau stories, please visit the Gamay Facebook page at: www.facebook.com/GamayNouveau. With this awesome response, Winexpert will be releasing our Gamay Nouveau again in September 2011 for a limited run. Don't miss out, contact your local Winexpert retailer this summer to get yours reserved.

Winexpert on Facebook



Winexpert is excited to announce the launch of our Facebook page. This is going to allow us to connect

with all our friends and fans. With the Facebook site we are creating a place where winemakers can share their stories, get information and meet others who share their passion for winemaking. Come join us at www.facebook.com/winexpert.

We can't wait to hear from you!



The Return of the Barons Lime Lager

Introduced last summer, this seasonal product produces a refreshing American Light-style beer with a bracing splash of pure lime flavour and a crisp zesty finish.

Lime beers are the most popular style introduced in years, and no wonder: nothing refreshes quite like a hit of citrus in a light, clean beer. Barons Lime Lager will wow your tastebuds and beat back even the hottest summer days. Available in April 2011. Quantities are limited.



Twisted Mist, the monster party hit of last summer is back this spring with your original favourites, Mojito and Strawberry Margarita, and they have a delicious NEW friends with them in 2011 – Lime Margarita and a Margarita combo-pack that produces 15 750ml bottles of Lime and Strawberry Margarita.

Sunshine in a Glass

Whether you're looking to throw a spring fling fiesta, a summer time backyard BBQ extravaganza or you just want to relax in the sun with good company, these 3 fun-loving cocktail flavours have got you covered. Each Twisted Mist flavour is fantastic chilled down and all on its' own, but us party folk at Winexpert like to mix it up a little. We serve them over ice cubes, blend them up with ice, add fresh fruit, a little soda or dry ginger, absolutely anything that sounds appealing to you. Experiment a little, or ask your Authorized Winexpert Retailer how they most enjoy their Twisted Mist.

But, don't forget that weighing in at about 12.5% alc these guys have a slight kick, and being so darn irresistible they can go down real quick. So why not take care of your friends and serve your Twisted Mist cocktails up with some tasty dishes. That way, with sensible consumption, you can enjoy the company of your friends for even longer. Available April 2011.

Salt & Pepper Calamari

500g Calamari tubes
 ¾ tsp Ground black peppercorns
 1 Tbsp Sea salt
 1 Tsp Cayenne pepper OR ½ tsp dried chili flakes

1 Tbsp Canola oil (or other good-quality vegetable oil)
 ½ Lime
 1 Bottle Thai Sweet Chili Sauce (to serve)
 ¼ Cup Fresh coriander, lightly chopped (for garnish)

- Using a knife, cut open the calamari tubes so that they lie flat.
- Rinse the calamari and place on a tea towel or absorbent paper. Pat them dry.
- Cut the calamari lengthwise into strips (1 inch wide), and place in a mixing bowl.
- Drizzle the oil over the calamari and mix well.
- Now add the sea salt, black pepper, and cayenne pepper. Again, mix well until all the calamari strips are coated in the spices.
- Barbecue the calamari over a hot grill until the edges curl up (some strips may curl completely into a circle) – this only takes 30 seconds to 2 minutes each side. (try not to overcook the calamari, or it will turn rubbery instead of tender) You can also pan-fry the calamari indoors.
- Serve with lime wedges and Thai Sweet Chili Sauce for dipping.

www.facebook.com/TwistedMist

