

from the *Vine*

News from your local Winexpert Authorized Retailer

Fall 2011

compliments of:

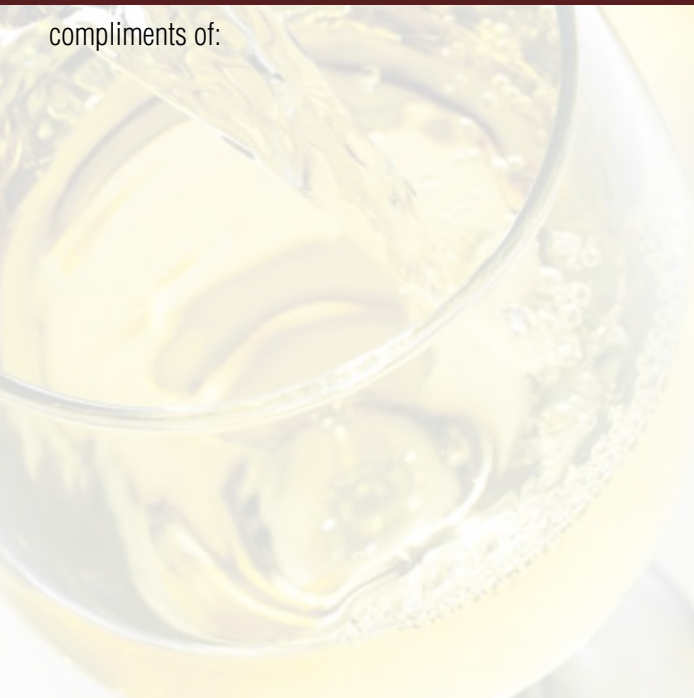


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Introducing a **NEW** International Sensation

Winexpert is pleased to announce that starting in September we will be offering four exciting new varieties of Selection International wine kits containing grape skins, Australian Petit Verdot, Chilean Malbec Shiraz, Sicilian Nero D'Avola and Spanish Tempranillo.

Selection International with Grape Skins is one of the most exciting kits Winexpert has produced, allowing the winemaker to choose a country of origin kit with excellent varietal character, bold flavours and aromas and full-bodied tannins, all in a wine that drinks well young and rewards patience.

These kits are 18L in total, containing 16.4L of juice and concentrate and 1.6L of grape skins,

have a six week winemaking schedule and also include a pack of 30 labels. Wines made with Selection International Grape Skin kits outperformed competitors kits in independent taste trials. So be the first to get this delicious kit, visit your local Winexpert retailer for more information and pick up yours this Fall.



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

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LOVE YOUR WINE

Craft your own Masterpiece with Selection Limited Edition Series

To be revealed October 1

Take advantage of the Limited Edition opportunity

Each year Winexpert produces a very limited quantity of five fabulous and unique varieties from around the world from January through April. These very special wines are only available during their month of release and are so immensely popular that they can be acquired by pre-order only.

Selection Limited Edition was born out of a desire to test-launch what, at the time, was a new larger format package combining a higher ratio of juice to concentrate blend in a limited run under the new "Selection" brand. That test was so successful that Selection quickly became a regular brand offering year-round and the first large-format premium wine kit in the world. Over the years the Selection Limited Edition program has evolved to allow Winexpert to introduce several unique grape growing regions, exotic grape varieties and outstanding up-and-coming new varieties to the winemaking public that they would not otherwise have the opportunity to craft. Some of the past favourites include Italian Brunello, Australian Petit Verdot, South African Shiraz, Pacific Quartet and California Lake County Trio Blanca which all made a big come back appearance in our incredibly successful 20th anniversary Limited Edition season two years ago. Today Winexpert's Limited Edition varieties are the most sought-after by winemakers around the globe with fans everywhere counting down to the highly anticipated **announcement on October 1** every year.

Winexpert's Selection Limited Editions have won numerous awards at various amateur winemaking competitions. In fact, wines made with Selection Limited Edition series wine kits consistently

win medals at the WineMaker competition every year, which speaks to the high quality wines that these very special wine kits produce.



This year's program promises to bring some amazing new varieties along with another entertaining and educational video by Tim Vandergrift, an online interactive experience and even a sensational easy to make five course meal pairing with recipes created specifically for Winexpert's Limited Edition varieties by Celebrity Chef, Chef Anthony Sedlak, the Host of Food Network's "The Main". Watch for us on Facebook at www.facebook.com/Winexpert and Winexpert.com for more news and the exciting announcement of this year's 2011 Limited Edition varieties at 12:01am (PST) on **October 1, 2011**.

To ensure you don't miss out on this year's five hand-selected varieties be sure to pre-order with your Winexpert Authorized Retailer by December 5, 2011.

Recipes provided by Food Network Host Anthony Sedlak



Art of the Blend

Imagine if you will that we lived in a world of one - monosyllabic, single colours and smells. This would not be a world most of us would willfully choose, yet when we talk about wine, many consumers seek out 'varietal' wines, even though numerous studies confirm we actually prefer blended wines.

Some of the most sought after, expensive and longest lived wines are crafted from blends - see Bordeaux and Champagne. So what possible advantages can a winemaker seek from blending different grapes? The most obvious advantage is that it allows winemakers the ability to improve on the finished product by adding more complexity to their wines and the final balance is less left to the mercy of nature. By controlling the final sweetness, body, tannins, acidity etc. a winemaker can also control the overall age-ability of the wine. Ultimately the finished blend is greater than the sum of its parts as blending allows a winemaker the freedom to select the best grapes from multiple growers in an area or even from different regions altogether, like Winexpert's Selection International Australian Grenache Shiraz Mourvèdre.

Arguably the greatest reason for blending wines is the freedom of expression it offers the winemaker. No longer bound by the shackles and limitations of a single grape variety or even regional restrictions, the winemaker is free to construct a masterpiece, possibly unlike anything else on the market. Winexpert has accomplished many such masterpieces through the art of blending. A recent notable expression was the hugely popular Selection Limited Edition Pacifica White.

To find your favourite blend, visit www.winexpert.com.

Two delicious ways to travel the World. World Vineyard Seasonal Releases

This fall season brings the opportunity for you to try two new World Vineyard seasonal releases from Winexpert. They will only be around while quantities last so contact your Winexpert Authorized retailer to ensure you get to taste these fabulous wines

Australian Shiraz/Mourvèdre

Australia's extreme heat and sunshine makes for intensely ripe grapes, and Shiraz and Mourvèdre respond perfectly to it. Shiraz' small, thick skinned berries are deep blue-black in colour and high in extract and flavour. Dense tannins, brisk acidity, and rich colour help Mourvèdre contribute structure and density in the blend. The wine has blueberry, blackberry and spicy notes, with firm tannins and bright fruit to drink well young and also to improve very well with age.

Pairing: Drink with grilled beef, lamb chops, classic pan-fried veal chops and intense cheeses.

Sweetness Code: 0 (dry) Oak Intensity: Medium Body: Medium

German Traminer/Riesling

Germany's cool, sunny climate and steep slopes produce grapes with highly concentrated flavours, aroma and body. Blending two of the most aromatic white grapes in the world, World Vineyards German Traminer/Riesling reveals a combination of floral notes and apple crispness with the perfume of lychee, rose petals, and hints of tropical fruits. The long finish and medium body make this a great off-dry wine for sipping.

Pairing: Great for casual sipping, serve with seafood, pork chops, pasta in cream sauces or ratatouille.

Sweetness Code: 1 (off-dry) Oak Intensity: None Body: Medium

Selection Estate - Lodi Ranch 11 Cab Sauv - Best in Show Kit/Concentrate

We are very proud that our Selection Estate Lodi Ranch 11 Cabernet Sauvignon brought home the Best in Show Kit Concentrate* Award at the 2011 Winemaker Magazine International Amateur Wine Competition. Also, our seasonal Selection Spéciale wines, Chocolate Raspberry Port and Okanagan Peach Icewine style, brought home Gold medals for the third consecutive year and Blackberry Port won a Gold medal in its first year.

Overall, there were 220 medals awarded to 84 different Winexpert wines. All of us at Winexpert are extremely proud of these results, but what we value most is that you, our customer, trust that you will produce a wine of award-winning quality when you choose Winexpert brands.

Taste the success! And let your Winexpert Authorized Retailer help you choose your next award winning wine kit.

*Denotes award received at the 2011 Winemaker International Amateur Wine Competition. For more information on the competition, please visit www.winemakermag.com.



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Gamay Nouveau - A Great Reason to throw a Party.

A Red Wine you can drink at bottling time? Winexpert's Selection International Gamay Nouveau offers you this unique opportunity to drink a fresh/fruity wine bursting with aromas and flavours on the very day you bottle your wine. Featuring low levels of tannin and served slightly chilled (13 C) this wine will show off hints of banana, pear and candy.

This lush aromatic wine pairs well with French Bistro style foods like sliced meats, pâté, cheese and baguettes, easy to prepare and even more fun to host.

So what do you do when you have a great wine like this ready to drink in November.....? You host a Gamay Nouveau Party of course!!

In November 2010 a great new tradition was started by Winexpert wine makers across the country. People invited their friends and family to enjoy a casual evening of fun, food and Gamay Nouveau.

Be a part of a new tradition and host your party this November. For party tips and a Gamay Nouveau pairing menu visit www.winexpert.com. And remember to take pictures of your fabulous party and post them on Facebook at www.facebook.com/Winexpert.

Gamay Nouveau is only around for a very short time and will be in stores starting in September, make sure to visit your Winexpert Authorized Retailer and order your Gamay Nouveau today.

Barons Beer Battered Shrimp

Ingredients

- 1kg medium raw shrimp
- 3/4 cup plain flour
- 1 egg
- 250ml Barons beer
- 1 tsp chopped dill

Time - 30min

Serves - 8

Method

1. Peel and de-vein prawns, leaving the tails intact. Chill until required. Combine flour with egg and your favourite Barons beer flavour. Add dill and whisk until smooth.
2. Dip shrimp into batter a few at a time and deep fry in pre-heated oil until golden brown and cooked through. Serve with mayonnaise seasoned with lime juice and black pepper.



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