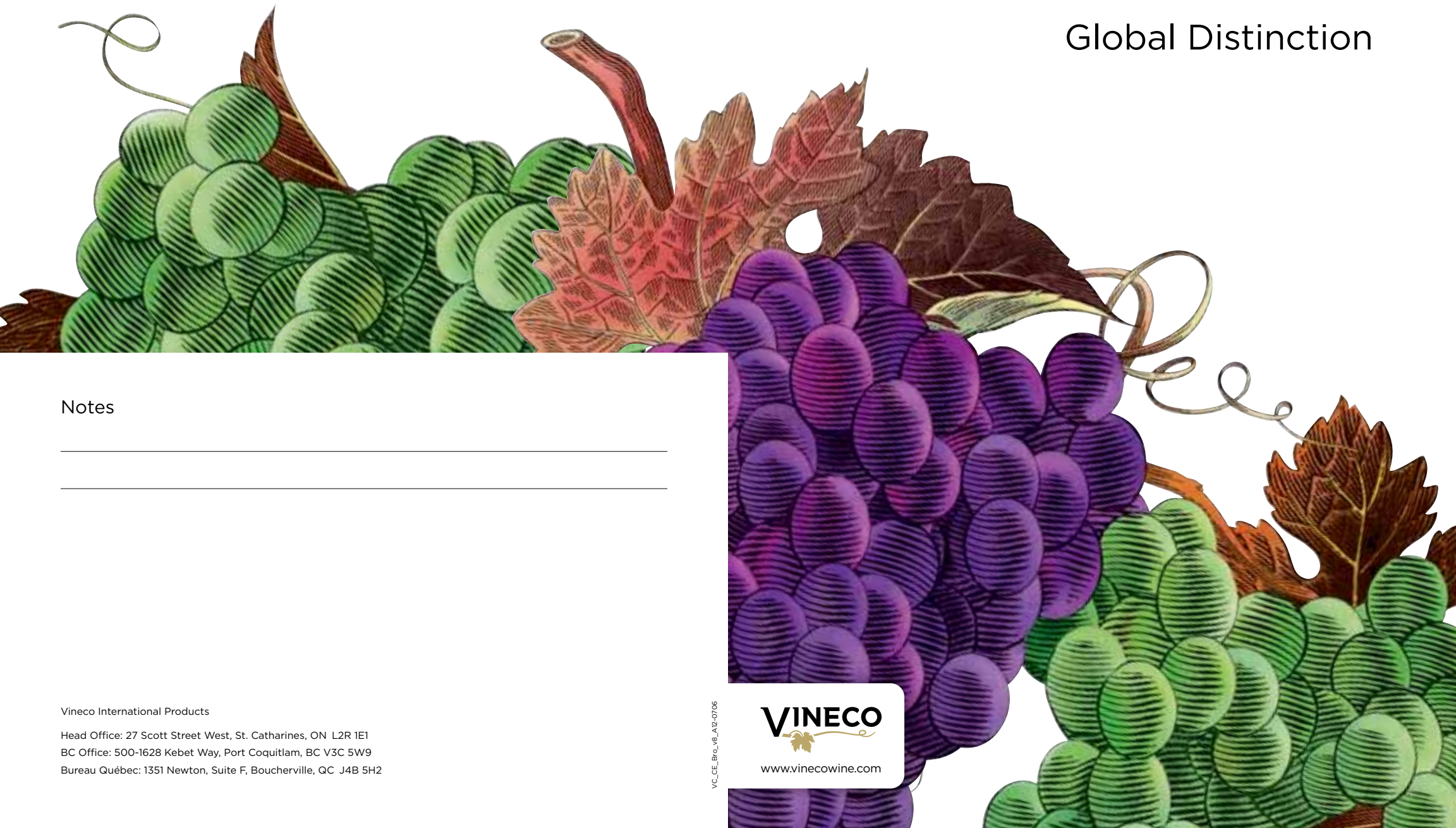




# CELLAR CRAFT™

Hand Crafted Wines of  
Global Distinction



Notes

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Vineco International Products

Head Office: 27 Scott Street West, St. Catharines, ON L2R 1E1

BC Office: 500-1628 Kebet Way, Port Coquitlam, BC V3C 5W9

Bureau Québec: 1351 Newton, Suite F, Boucherville, QC J4B 5H2

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**VINECO**

[www.vinecowine.com](http://www.vinecowine.com)





## The Highest Standard of Excellence in Wine Kits

Founded upon over 50 years of winemaking heritage and developed by professional winemakers. International grapes, chosen from vineyards in over 16 regions of 8 countries on 4 continents. Produced in state-of-the-art

facilities with temperature controlled cellars; a flash pasteurizing process to preserve vineyard fresh character and a fully equipped quality assurance laboratory. Guaranteed highest quality and consistent results – every batch.





6 WEEK • REDS: 18 L (16 L WITH 2 L GRAPE SKINS)  
/ 4.75 US GAL • WHITES: 16 L / 4.22 US GAL  
MAKES APPROX. 30 X 750 mL BOTTLES  
INCLUDES LABELS

Our most distinctive and unique creations have been selected to carry the Showcase banner. Many of our wine kits stand apart from our other offerings and have been deemed worthy of Showcase designation.

Their distinction may come from breakthrough technology, such as our exclusive Crushed Grape Packs or our unique two-stage oaking system; best of vintage Limited Release status; unique regional wines, usually vineyard-designated, reflecting distinctive character; or simply any wine which we believe reflects a new level of excellence or discovery for the wine hobbyist. The demanding criteria for Showcase wines means that they may be in limited supply or isolated to a specific vintage. The level of excellence may require extra processing steps and, while designed to be bottle-ready in as little as 6 weeks, may require lengthier processing and cellaring time to show at their peak. With vineyard-specific sourcing, our Showcase wines will reflect subtle, and not so subtle, differences from vintage to vintage. Vintage variations are after all part of the intrigue and charm of small lot estate wines. All Showcase wines are proudly presented as being wines which we believe the most ardent wine enthusiast will be rewarded in discovering.

## Varietals at a Glance

	BODY	OAK ORIGIN	SWEETNESS	% ALC./VOL.
<b>Amarone Style</b>	5	USA	0	14.0
<b>Barbera (Piedmont, Italy)</b>	4	USA/HUN	0	13.5
<b>Cabernet Merlot (Walla Walla, Washington)</b>	4	FRE/HUN	0	13.5
<b>Cabernet Sauvignon (Red Mountain, Washington)</b>	5	HUN	0	13.5
<b>Cabernet Shiraz (Yakima Valley, Washington)</b>	5	FRE/HUN	0	13.5
<b>Carmenère (Colchagua, Chile)</b>	4	HUN	0	13.5
<b>Château du Pays</b>	3-4	USA	0	13.0
<b>Malbec (Argentina)</b>	4-5	HUN	0	13.0
<b>Merlot (Yakima Valley, Washington)</b>	3-4	USA	0	13.5
<b>Rosso Fortissimo</b>	5	USA/FRE	0	13.5
<b>Shiraz (Riverina, Australia)</b>	5	HUN	0	13.5
<b>Shiraz (Stellenbosch, South Africa)</b>	5	FRE/HUN	0	13.5
<b>Syrah (Yakima Valley, Washington)</b>	5	HUN	0	13.5
<b>Tempranillo (La Mancha, Spain)</b>	3	HUN	0	13.5
<b>Zinfandel (Lodi, California)</b>	4-5	USA	0	13.5
<b>Zweigelt (Traisental, Austria)</b>	4-5	HUN	0	13.0
<b>Chardonnay (Yakima Valley, Washington)</b>	4	Acacia cubes	0	12.5
<b>Gewürztraminer (Yakima Valley, Washington)</b>	4-5		1	12.0
<b>Gewürztraminer Riesling (Yakima Valley, Washington)</b>	4		2	12.0
<b>Grüner Veltliner (Traisental, Austria)</b>	4		1	12.5
<b>Pinot Gris (Yakima Valley, Washington)</b>	4		1	12.5
<b>Riesling (Yakima Valley, Washington)</b>	4		1	11.5
<b>Viognier (Yakima Valley, Washington)</b>	5		1	12.5

■ RED  
■ WHITE

5 ↑ FULL  
1 ↓ LIGHT

10 ↑ SWEET  
0 ↓ DRY  
\* WITH SWEET RESERVE



### CRUSHED GRAPE PACKS

Cellar Craft uses over 12 pounds of virgin, varietal grapes to produce “Crushed Grape Packs” for true on-the-skins fermentation in its Showcase reds. All of the natural skins and solids from variety-specific grapes are captured for extra extraction of aromatics, flavour, tannin, colour and body during the fermentation stage. The finished wine shows character never before possible from a kit. Truly a quality breakthrough! Each red wine kit is in the 18L format.



## Red

### Amarone Style

WITH "SUPER PACK"

Amarone is a legendary, assertive wine of the Valpolicella region in Italy. Unique and distinctive character comes from the addition of dried grapes during fermentation. The resulting depth is likened to Port or Late Harvest wines without the sweetness. The wine has a foundation of Corvina, Rondinella and Molinara grapes from the Veneto region. The must is fermented on crushed varietal grapes from over 10 pounds of virgin fruit plus 4 pounds of whole red wine grapes, which have been sun-dried to concentrated perfection. A double dose of untoasted oak is used to balance the wine and, with aging, tame the natural tannins. The wine is full-bodied, deep garnet colour and richly dry. Notes of plum, sour cherry, raspberry and vanilla gradually marry with anise, bitter chocolate, coffee, tobacco, leather and fig tones that develop with age. Long, lingering finish. Try to give this wine at least 1 year of aging to enjoy the truly remarkable Amarone experience.

### Barbera

PIEDMONT, ITALY

Barbera has been the most popular grape in the Piedmont region in Northwest Italy for centuries. In recent years, as growers and winemakers have been adopting more modern techniques, Barbera has undergone a remarkable transformation. With new vineyard care, especially around Alba and Asti, it has emerged as a top-ranked wine, which readily withstands comparison to noble Nebbiolo (Barolo), but does not require the extended aging that Nebbiolo demands. Deep ruby, medium-bodied, and fruity in its youth, it ages to impressive depth and elegance. The fruit in our 2 year old samples remains as fresh and inviting as it was at 6 months. The oak and tannins have mellowed to a soft and well-rounded impression that lifts the fruit to a most attractive level. We are beginning to better understand why the wines of today's Piedmont Barbera can retail up to \$100.00.

### Cabernet Merlot

BARE RIDGE VINEYARD, WALLA WALLA,  
WASHINGTON

The Walla Walla appellation is very special. Its outstanding reds were what first put Washington on the world wine map. The wines are now grouped with world standard reds from Bordeaux, Napa and Sonoma. Walla Walla Cabernets and Merlots consistently rank in top 10 lists of the finest from the Americas. Our Bare Ridge offering is the classic Bordeaux blend of Cabernet and Merlot, but typifies the unique Walla Walla profile of intense fruit and spice flavours and aromatics. Notes of currant, cherry and plum are backed by hints of black pepper, anise and coffee. Two-stage French and Hungarian oak aging nicely mellows the tannins and adds a suggestion of toastiness.

### Cabernet Sauvignon

SUNSET RIDGE VINEYARD, RED MOUNTAIN,  
WASHINGTON

Red Mountain officially received AVA (American Viticulture Area) status in 2001. AVA status recognizes the area's unique soil and climate conditions creating a taste profile in its red wine that is truly distinct to the region. The vineyards have high calcium carbonate content in their soil. This imparts a distinctive chalkiness which combines with the powerful, dark fruit qualities of the grape to create the big, chewy mouth-feel that is a clear signature of Red Mountain Cabernet. Another distinction is a hint of orange peel or Grand Marnier-like aromatics and flavours. Together these two traits make Red Mountain Cabernet immediately recognizable, highly prized, and much sought after. Age the wine at least 1 year, then save some to enjoy after 2, 3, or 4 years in the bottle. This is a wine for your best cuts of beef or lamb and luckiest friends.

### Cabernet Shiraz

WHITE SANDS & RATTLESNAKE VALLEY  
VINEYARDS, YAKIMA VALLEY, WASHINGTON

Yakima Cabernet and Syrah (Shiraz) are often compared to the great wines of Australia, but they are also recognized as having their own, perhaps more sophisticated charm. We agree and suggest that if you enjoy the big fruity reds from down-under, you will want to discover why there is so much buzz about the powerhouse reds grown in Yakima. A rush of blackberry, plum, cherry and candied orange fragrances followed by flavours of currant, fig, cedar and spice intertwined with a beautiful balance of toasted oaks. Rich, elegant finish. Powerful flavours of fruit start to come together after 2-3 months aging. After 6-12 months the tannins soften and the wine's elegant charm really starts to reveal itself. Can be cellared for more than 2 years.

### Carmenère

COLCHAGUA VALLEY, CHILE

Multi-flavoured Carmenère from Colchagua shows best when processed with extended oak contact. Again we utilize our break-through, two-stage oaking system. Hungarian oak shavings are introduced at the start of fermentation, then lightly toasted Hungarian oak cubes are used for further extraction during the post-fermentation stage. The oaks together add surprisingly soft tannins, subtle toast, and vanilla, providing a terrific backdrop to the aromas and flavours of blackberry, black cherry, tropical fruit, and spice from the grapes. With age, notes of coffee, mocha, and tobacco can be expected along with a mineral tang that forms as part of the lengthy finish. The wine is medium to full-bodied with bright ruby colour. Its charm will begin to show after 6 months of cellaring, and should continue to develop for at least 2 years.

### Château Du Pays

In the style of fine wines of the southern Rhône Valley. This wine derives its complex character from Syrah, Carignan and Grenache grapes. Fermented on Syrah and Grenache crushed grapes. Rich flavours suggestive of cherry, raspberry, blackberry and plum combine with notes of pepper and chocolate. The finish shows a subtle herbaceous note and a suggestion of cedar and violets. Enjoyable after 3 months, but does show its harmonious best after 9 months.

■ RED ■ WHITE ■ BLUSH

## Malbec

ARGENTINA

The definitive star of Argentina. Robert Parker Jr., the world's foremost wine guru has stated "(....Argentinean Malbec's) place in the pantheon of Noble wines will be guaranteed". Our Malbec is distinguished by its dark, dense structure, full, rounded mouth-feel, prominent, lush flavours of ripe cherry, black currant and black berry, subtle notes of clove, vanilla and caramel with background suggestions of earthiness. The bright, vibrant edge is beautifully counter-balanced by our 2-stage Hungarian oak process.

## Merlot

WHITE SANDS VINEYARD, YAKIMA VALLEY,  
WASHINGTON

Bold, yet elegant. This Yakima Valley Merlot is big and full with up-front waves of raspberry, blackberry and plum. Subtle notes of cedar and mocha follow the fruit. Over time, the flavours harmonize while the select oak contributes a tempering vanilla note and establishes a sumptuous combination of textures and well defined structure. Dark, rich and intense, it is a wine worthy of aging, and will continue to improve for at least 2 years in the bottle.

## Rosso Fortissimo

Our original "Crushed Grape Pack" wine. Super-Tuscan styled wine vinted from Cabernet Sauvignon, Merlot, Sangiovese and other native Italian varieties. Fermented on Yakima crushed Merlot grapes. A big, full-bodied wine with solid structure and bold fruit notes. Complex cassis, plum and cherry notes balance the bold tannins. French and American oaks contribute toasty vanilla and greater depth in this intense wine. Like all "Crushed Grape Pack" wines, a minimum of 6 months aging is required to begin to see harmony develop. A year is better and 2 years yields a very special wine for your enjoyment.

## Shiraz

DARLINGTON POINT, RIVERINA, AUSTRALIA

The wine shows a deep, crimson colour with purple undertones. The up-front aromatics reflect the typical dark fruit notes of blackberry, cherry, and plum, complimented by restrained black pepper which should become more pronounced with age. In the background are subtle layers of toast and vanilla from the oak. The aromas continue to the palate creating a soft, rounded expression of the fruits, spice, and oak. Tannins are in gentle harmony with the overall impression and create a well defined, yet delicate frame for the wine. This Shiraz should be a very good match for a wide range of foods - steak, braised lamb shanks, pizza, chili con carne, pasta with tomato-based sauces. This wine is surprisingly approachable even just 12 weeks after pitching the yeast, but will continue to develop for 2-3 years.

## Shiraz

STELLENBOSCH HILLS VINEYARDS,  
STELLENBOSCH, SOUTH AFRICA

This Shiraz from South Africa's Stellenbosch region continues to gain international recognition for its distinctive new style. It may best be described as having Rhône-style backbone, but with heady, New-World, up-front fruit. It is however more refined than many Australian "fruit bombs." Fermentation on a Crushed Grape Pack of Stellenbosch Shiraz grapes ensures that the wine shows heightened layers of blackberry, boysenberry, fig, and plum, followed by notes of cocoa, chocolate, and coffee. It subtly shows the trademark black pepper note common to all Syrah and Shiraz. Two-stage oak treatment, using French and Hungarian oaks, contributes vanilla and toast while harmonizing the many flavours within the wine. A subtle hint of mineral remains in the background, then accompanies the fruit through the long finish. The wine will begin to show its potential after 6 months aging and should continue to develop for at least 2 years. Will pair wonderfully with all of your best red meat meals. Sure to impress your guests.

## Syrah

RATTLESNAKE VALLEY VINEYARD,  
YAKIMA VALLEY, WASHINGTON

Wine & Spirits magazine described Yakima Syrah as: "...easily in a league with those from the northern Rhône and southern Australia ... bold, rich and lively, seductively perfumed and heroically structured with a kiss of elegance". Expect an aromatic rush of red and black fruit, hints of chocolate, coffee and licorice followed by the spiciness of black pepper in the Rattlesnake Valley Syrah. Our two-stage oaking keeps the fruit in check and adds great structure. The deep-purple hued wine shows well after a minimum of 3 months, but definitely benefits from extended aging. 1 or 2 years in the cellar will allow the wine to grow to its full, unbelievable potential.

## Tempranillo

LA MANCHA, SPAIN

Tempranillo has long been the star grape of Spain and is grown in several areas, producing many styles. La Mancha Tempranillo is characterized by a juicy, fruity quality with bright aromas and flavours of ripe cherries followed by hints of cocoa and spice. It shows a racy texture and is medium-bodied. The style will appeal to those who enjoy modern, approachable style Chianti, Beaujolais, or Valpolicella. As a plus, we believe you will find that our unique oak treatment adds extra complexity and depth, making our Tempranillo more versatile with food pairings. Our oak process yields soft tannins and contributes warm vanilla to the nose as a perfect balance to the dominant cherry aromas and background suggestions of black currant and spice. Flavours echo the aroma with layers of vanilla, currant, coffee, and black pepper that linger through the attractive finish. While young, the wine profiles its powerful fruit character. After 4-6 months in the bottle, the fruit begins to integrate with the oak and develop a more lush, balanced complexity. Will continue to develop for at least a year.

## Zinfandel

OLD VINES, FERRERO VINEYARDS, LODI,  
CALIFORNIA

Direct from the vineyard in Lodi where sandy, clay loam soil, hot days, cool nights and 35 year old vines combine to produce unique grapes bursting with complex, concentrated flavours. Exhibits silken layers of multi-dimensional delight. It starts with an up-front core of blackberry and dark cherry aromas, followed by suggestions of blueberry, raspberry, cranberry and dried plum. Undertones are of chocolate, almond and exotic spice. Finishes with an unmistakable black pepper sensation. Enjoy your first bottles after 2-3 months when the powerful fruit flavours dominate. However, do cellar some for months, or years, to experience a more refined balance and the vast array of characteristics which time integrates into harmonized waves of complexity.

## Zweigelt

WEIGUT HUBER, TRAISENTAL, AUSTRIA

Austria's most widely planted red is a cross between St. Laurent and Blaufrankisch. It has gained favour because of its appealing fruit and spice character, likened to a Cotes-Du-Rhône. It is also cold hardy and early ripening - important traits in the cool Austrian vineyards. Our Zweigelt comes from the Huber family estate, which is now being farmed by the 9th generation. Dark cherry in colour. An opulent bouquet of red fruit, including raspberry, cherry and currant, stands against a background of vanilla, black pepper and a hint of licorice. There is also a certain earthiness on the nose that provides a compelling counter-balance to the lively fruit and spice. The flavours echo the cherry, currant and earthy aromatics. The initially rustic tannins quickly mellow into a nicely structured state and contribute to a nice, long finish. This Zweigelt is a great food wine. It is the wine of choice for Austrian favorites like garlicky pork, cabbage and apples and braised shanks or ribs. A spicy, fruit-driven wine with moderate tannins that is a welcome alternative to universally produced Cabernet, Merlot and Syrah. This is a wine that you will want to discover.

## White

### Chardonnay

YAKIMA VALLEY, WASHINGTON

This is a brisk, medium-bodied Chardonnay typical of the Yakima style. It has fruit-centered aromas and flavours of citrus, green apple and pear held together with balanced, juicy acidity. Vanilla and spice notes add structure to frame the pleasant fruit. This more refined style will make for a broader range of synergistic food pairing possibilities. We think this wine may make you change your mind about Chardonnay, if you have tired of the brawny, over-oaked wines that have become so common-place.

### Gewürztraminer

SNIPES VALLEY VINEYARD,  
YAKIMA VALLEY, WASHINGTON

Snipes Valley Vineyard has cooler slopes where Gewürztraminer develops with a racy edge, and pronounced spiciness and fruit that defines the wine. A powerhouse of lychee, mango, grapefruit, honey and spice. Our exclusive, all natural Flavour Reserve finishes the wine off-dry for a lovely, lingering final impression. Enjoy young and racy or age longer for a more refined profile. Lightly chill and enjoy with most Asian foods.

### Gewürztraminer Riesling

SNIPES VALLEY & CHERRY HILL VINEYARDS,  
YAKIMA VALLEY, WASHINGTON

Peach and melon undertones from Riesling marry beautifully with the spice, mango, grapefruit and lychee notes from Gewürztraminer. Incredibly elegant with a hint of sweetness from our Riesling-based Flavour Reserve. Enjoy young and fresh or cellar for a more harmonious profile. Extremely food friendly. Enjoy young and not over-chilled.

### Grüner Veltliner

WEINGUT HUBER, TRAISENTAL, AUSTRIA

Grüner Veltliner has been grown in Austria since before the Romans conquered the land. It is Austria's indigenous grape variety. Today, at least 2000 years after it's first plantings, Gru-Vee is still Austria's most widely planted grape. The reason for the adoration of this wine is that, like Chardonnay, it is a full-bodied, fruit-driven wine with a big, creamy texture and at a much more reasonable price. Additionally, Gru-Vee is never heavily oaked and, as a member of the Traminer cépage, has an enticing spiciness that makes it perhaps the most versatile food wine in the world. It even pairs well with the likes of artichokes and Asparagus – foods that generally destroy lesser wines. Our Grüner Veltliner, from the more than 200 year old Huber Estate in the Traisental region, will serve as an excellent introduction to this ancient wine. The wine has a green-yellow hue, and complex aromatics reminiscent of apple, pear, grapefruit, honeydew, honeysuckle, banana, and peach. The flavours echo the melon, apple, citrus and peach aromas. The medium-bodied wine shows just a hint of sweetness to balance the natural acidity. The finish lingers pleasantly. Spicy Asian dishes would be a good pairing to discover the wine's ability to enhance diverse dishes. Best enjoyed after a couple months of bottle aging and within a year. Don't over-chill.

### Pinot Gris

LAZY LIZARD VINEYARD,  
YAKIMA VALLEY, WASHINGTON

Displays aromatic notes of green apple and lemon against a floral and honeyed background. Our natural Flavour Reserve creates a rich mouth-feel with tangy fruit acid balancing the hint of sweetness. Floral and mineral notes persist in the lingering finish. The wine's full character and charm become most apparent after several months of bottle aging. Should show well for up to 18 months. A good choice for foods rich in butter and oil, garlic and lively spices. Consider for shrimp, crab and fish dishes, rich pastas, cannelloni with ricotta, chicken and most Chinese and Thai dishes. Serve lightly chilled.

### Riesling

CHERRY HILL VINEYARD,  
YAKIMA VALLEY, WASHINGTON

Washington is renowned for producing the best Rieslings in the US. Cherry Hill Vineyard produces the best Riesling that we have experienced in Washington. It displays the classic intense perfume of green apple, pear and lime with a crisp acidity that defines great Riesling. It also has an opulently textured personality built around a pronounced orange blossom bouquet and spicy notes that together evoke thoughts of candied tangerine. A stunning wine that reaches heights we have not before seen. Serve lightly chilled with a wide variety of foods including fowl, pork and sea foods. Ideal with Chinese and Thai dishes.

### Viognier

YAKIMA RIDGE VINEYARD,  
YAKIMA VALLEY, WASHINGTON

An amazing, full-bodied, aromatic wine with a creamy mouth-feel. Unbelievable aromas and flavours of apricot, mango, pineapple, guava, kiwi, tangerine, orange blossom and spiced pear absolutely dazzle the senses. Our Flavour Reserve balances the grape's edge and creates a full, off-dry, lingering finish. On its own, one glass will almost exhaust your palate. Pair it with spicy, Asian foods and discover magic! It is amazing with Thai curry. Drink young and not over-chilled.

# Premium



6 WEEK • 16 L / 4.22 US GAL  
MAKES APPROX. 30 X 750 mL BOTTLES

Our 6 week varieties are produced in 16 litre format with varietal juice and international concentrate. They are available in our outstanding trans-regional blends or our unique regional classics. This global flexibility allows us to present wines far beyond the scope of regionally restricted winemakers.

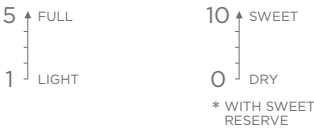
## Wine & Food Matching Principles

1. Match your wine to the strongest flavour on the plate.
2. Balance the weight of the wine to the weight of the food. A full flavoured meal needs a full-bodied wine; a lighter dish requires a lighter wine.
3. Fatty, greasy or rich dishes need a dry wine with good acidity to clean the palate.
4. Salty dishes need a slightly sweet wine with full fruit flavours, moderate acidity, lower alcohol and no tannins.
5. Hot, spicy dishes require refreshing acidity, lower alcohol and fruity wines with a touch of sweetness.
6. Cream sauces and butter require wines of good fruit and matching creamy style or contrasting acidity to cleanse the palate.
7. The dessert wine should be sweeter than the dessert.
8. Rare meats need young tannic reds and well-done meats need older or fruity reds with little to no tannins.
9. Foods high in acidity are complemented by wines high in acidity.

## Varietals at a Glance

	BODY	OAK ORIGIN	SWEETNESS	% ALC./VOL.
Cabernet Merlot	3	USA	0	12.5
Cabernet Sauvignon (Chile)	4	USA	0	12.5
Merlot	3	USA	0	12.5
Pinot Noir (California)	3	FRE	0	12.5
Shiraz	4	FRE	0	12.5
Valpolicella	3	USA	0	12.5
Chardonnay	4	USA	0	12.5
Chardonnay Semillon	4	USA	0	12.5
Gewürztraminer	3		1	12.5
Harvest Riesling (Washington)	4		6	11.5
Piesporter	4		2	12.5
Pinot Grigio (Italy)	4		0	12.5
Sauvignon Blanc (California)	3		0	12.5
Blush Zinfandel (California)	3		2	12.5
White Merlot (Washington)	4		2	12.5

- RED
- WHITE
- BLUSH



## Red

### Cabernet Merlot

Our exclusive blend utilizes sturdy Cabernet Sauvignon from the Americas, softened with the addition of Chilean and American Merlots. Medium-bodied, perfect balance, appealing fruit flavours.

### Cabernet Sauvignon

CHILE

A classic from Chile. Deep colour, full body and a surprisingly smooth finish. Berry scent and flavour, balanced by mellowing toasted oak. A favourite.

### Merlot

Merlots from both the Northern and Southern hemispheres with medium-body, deep colour and a slightly grassy scent, which becomes more delicate over time. Gentle fruit flavours. Softer with age.

### Pinot Noir

CALIFORNIA

Medium-bodied Pinot Noir with bright crimson colour and an alluring bouquet. Reminiscent of cherry or strawberry jam. An approachable wine.

### Shiraz

In the Australian style, this wine is big and bold, yet well rounded. Deep purple hue, hints of berry, peppery with lots of tannin. Benefits from extended aging.

### Valpolicella

Select Italian varietals highlight our version of the famous wine of Verona. Alluring fruit, soft tannins and a deep colour. Medium-bodied with higher alcohol in the "Superiore" tradition.

## White

### Chardonnay

Our exclusive blending of Washington and California Chardonnays produces a subtle, tropical aroma of pineapple, rich apple and pear flavours. The oak contributes a toasty, vanilla charm. Finishes dry with a bit of crispness, which mellows with age.

### Chardonnay Semillon

Chardonnay from Washington provides the backbone for this wine. We then marry it with fine California Semillon to produce a full-bodied wine in the Australian style. Displays tropical pineapple and citrus aromas. Soft and lush on the palate with buttery richness, apple and pear flavours persisting to a lingering finish. Oak gives a rich, rounded mouth-feel and contributes a light, vanilla note.

### Gewürztraminer

The Washington juice contributes delightful spice and subtle grapefruit and lychee elements, which are typical of cool climate Gewürztraminer. The California content introduces green apple and ripe pear notes to the aromatics and flavour of the wine. The exclusive, all natural Flavour Reserve heightens the aromatics and creates a well-balanced sensory impression.

### Harvest Riesling

WASHINGTON

Mature Riesling grapes provide the foundation for this luscious wine. Our Flavour Reserve adds the concentration of tastes and natural sweetness that makes late-picked wines so special. Notes of honey, apple, and apricot dominate the aroma and taste right through the long, rich finish. Chill lightly and savour the wine on its own or with rich desserts or ripe fruits.

## Piesporter

Made with Rieslings from Washington and California, and styled after wines from Piesport, Germany. Fruit and citrus on the nose. Peach, apricot and apple flavours. A Flavour Reserve made with Riesling adds a touch of sweetness to balance the natural acids and create a lasting finish.

### Pinot Grigio

ITALY

A star variety from the Alto-Adige area of northern most Italy. Medium-bodied. Lively, fresh citrus notes. Subtle spiciness. Lots of appeal! Usually enjoyed young, but may be aged for several months.

### Sauvignon Blanc

CALIFORNIA

Fresh and distinctively aromatic. Herbaceous and grassy scent balancing nicely with the subtle fruit. Crisp finish.

## Blush

### Blush Zinfandel

CALIFORNIA

Our Blush Zinfandel is medium-bodied, displays notes of fruit and has a suggestion of spice on the nose. An exclusive Flavour Reserve adds depth and a slightly sweet finish. Enjoy young or age a few months.

### White Merlot

WASHINGTON

All the charm of a fine Merlot with the freshness and softness that comes when the juice is quickly separated from the skins. Inviting salmon colour. Incredible fruit. Finished with an exclusive Flavour Reserve. A blush wine you must try.





5 WEEK • REDS: 12 L (10.5 L WITH 1.5 L GRAPE SKINS) / WHITES: 12 L / 3.17 US GAL  
MAKES APPROX. 30 X 750 mL BOTTLES

For an extra investment, you can upgrade from a 4 week kit to wines that you will proudly serve for special meals and to special guests. The 12 litre kits produce wines with more pronounced character, more body, and more flavour. The reds even

contain a unique, varietal-specific Virgin Crushed Grape Pack for true fermented-on-the-skins flavour and aromas. Usually bottled in as little as 5-6 weeks. The whites can be enjoyed with only 2-4 weeks of cellaring, while the reds require a few months to show their charm. Your guests will appreciate your choice and admire your taste in wines. Available in unique global cuvée blends and regional classic styles.

Storing & Cellaring Your Wine

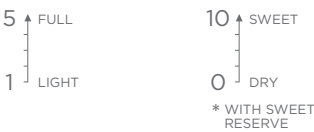
Wine asks for two things only, to be left lying quietly in a cool, dark place, and to be served slowly, giving it plenty of time and room to breathe the air.

Although wine is very acceptable to drink at bottling time, it will continue to improve if allowed to further mature. The ideal storage temperature for wine is between 13°C - 15°C (45°F - 58°F). Minimal exposure to light and movement or agitation will also assist in the aging process. Bottles should be stored on their side so the cork stays moist, and you should always keep your wine away from odors, so the wine is not affected.

Varietals at a Glance

	BODY	OAK ORIGIN	SWEETNESS	% ALC./VOL.
Amarone Style	5	USA	0	12.5
Barbera	3	USA	0	12.0
Cabernet Sauvignon (California)	5	FRE	0	12.5
Grenache Syrah Mourvèdre	5	FRE	0	11.5
Malbec Shiraz (California)	4-5	FRE	0	12.5
Merlot (California)	4	USA	0	12.0
Pinot Noir (California)	3	FRE	0	12.0
Syrah (California)	5	FRE	0	12.5
Tempranillo	3	USA	0	12.0
Chardonnay (California)	4	FRE	0	12.5
Johannisberg Riesling (California)	3		0	12.5
Pinot Grigio (California)	4		0	12.5
Sauvignon Blanc (California)	3	FRE	0	12.5
White Shiraz (California)	3		1	12.5

- RED
- WHITE
- BLUSH



CRUSHED GRAPE PACKS

Cellar Craft uses virgin, varietal grapes to produce “Crushed Grape Packs” for true on-the-skins fermentation in its Sterling reds. All of the natural skins and solids from variety-specific grapes are captured for extra extraction of aromatics, flavour, tannin, colour and body during the fermentation stage. The finished wine shows character never before possible from a kit. Truly a quality breakthrough! Each red wine kit is in the 12 L format.

## Red

### Amarone Style

(INCLUDES SUN-DRIED RED WINE GRAPES)

Uses an Italian Valpolicella blend made with Corvina, Rondinella, and Molinara grapes. Fermented on a 1.5 litre virgin crushed grape pack made from equal portions of California Cabernet and Barbera grapes and sun-dried red wine grapes. A robust wine with an earthy aroma backed by notes of spice and vanilla. When young, concentrated flavours of black cherry and figs compete with un-mellowed oak, firm tannins, and an alcohol level above 14%. Six months in the bottle will bring harmony to the flavours and softer tannins for a rich, well-rounded mouth feel and lingering finish. Another year or two of aging will create a truly special wine. This wine can be enjoyed sipped like port or can take on your most robust foods like game, sticky ribs, rich pasta, or blue cheese.

### Barbera

10.5 litres of must using California and Italian Barbera is fermented on a 1.5 litre virgin crushed California Barbera grape pack to deliver a medium-bodied wine with unique complexity and character. Deep crimson colour. Fruity aromatics dominated by raspberry and blackberry, with lightly spicy notes and a suggestion of vanilla. Well-rounded mouth feel. Flavours of black fruit and a nice finish. Six months aging is recommended to refine the balance between fruit, spice, tannins, and oak. Will continue to develop for more than a year. This wine should match well with a wide variety of hearty foods -- Italian pasta with tomatoes, eggplant, chicken, or red meats. Anything barbequed.

### Cabernet Sauvignon

CALIFORNIA

Fermented on a 1.5 litre virgin crushed California Cabernet Sauvignon grape pack, this wine delivers a characteristically firm-tannin wine with loads of black fruit character made more interesting by the vanilla notes from the oak. The aromatics suggest blackberry and black currant. Flavour is centered around red and black currants, which remain evident through the nice finish. Six months of aging should reveal a harmonized wine with somewhat softened tannins, but the wine will improve for a year or two. This is a wine to serve with beef and lamb.

### Grenache Syrah Mourvèdre

We picked a classic mix of Grenache, Syrah, and Mourvèdre grapes in Gard, France, on the west side of the Rhône river, for the foundation of this example of Southern Rhône-style wine. The French juices were augmented with Syrah concentrate from California to add body and depth of flavour. Fermentation on the French virgin crushed grapes produces a dark, toasty, and racy wine typical of the Rhône. Bright fruit and violet aromas define the nose. Blackberry, black cherry, fig, cocoa, and licorice flavours intermingle on the palate. The finish lingers with more fruit, herbs, and a suggestion of spice. The wine shows best with 6 to 12 months of aging. Pairs well with chicken, pork, and roasted vegetable dishes. With age, stands up well to grilled or roasted beef.

### Malbec Shiraz

CALIFORNIA

This wine kit is a take on the wildly popular blend of Malbec and Shiraz first introduced from Argentina that is now a top selling brand in Canada, the US, and Australia. The finished medium-bodied wine is bright red with purple hues and is inflected with juicy red and black fruit notes, subtle spice (black pepper), and an inviting vanilla accent. The flavours are in fine balance with the natural fruit acids and soft tannins, making a very pleasant and quaffable red. The wine shows well after 2 -3 months and will continue to develop for at least 12 months in the bottle. We do, however, expect that most batches will be thoroughly enjoyed within 6 months, and we won't scold you if you follow that pattern. It matches well with a wide variety of foods. Always at home with beef, pork, and chicken from the BBQ, pastas, and pizza.

### Merlot

CALIFORNIA

California Merlot with 1.5 litre virgin crushed California Merlot grape pack. The wine releases aromas of raspberry and cherry, and a subtle toasted note followed by flavours of raspberry and strawberry. Gentle tannins and well-integrated oak contribute structure to the fruit-driven profile without being too aggressive. Should show its true character in about 6 months, but will continue to develop for at least a year. This soft red pairs with red meats and will work well with roast chicken.

### Pinot Noir

CALIFORNIA

We use 10.5 litres of California Pinot Noir must (and an accent of Pinotage) fermented on a 1.5 litre virgin crushed California Pinot Noir grape pack for this bright and fruity wine. Expect to enjoy lively black cherry and cranberry aromas and flavours against subtle spice and almond in the background. A few months of aging will subdue the oak and tannins to let the fruit shine and define the medium-length finish. May be cellared for a year or more. The soft, light to medium-bodied wine may be lightly chilled and enjoyed as an aperitif, or serve with chicken, pork, or simple beef dishes. Pairs well with salmon.

■ RED ■ WHITE ■ BLUSH

## Syrah

CALIFORNIA

Fermented on a 1.5 litre virgin crushed California Syrah grape pack, producing a complex wine which reveals notes of red currant, black pepper, vanilla, and toast -- all wrapped together in a slightly earthy manner. Gentle tannins guide the wine through a nice finish. Age at least 6 months to enjoy the integrated flavour. Will continue to develop for at least a year or two and probably longer. A great wine for hearty barbecued meats.

## Tempranillo

We harvested Tempranillo grapes in La Mancha, Spain to capture the essence of the region's most famous red wine style. California Tempranillo concentrate has been added for more varietal flavour and extra body. After fermentation on the virgin crushed Spanish Tempranillo grape pack, the medium-bodied wine shows lively blackberry and plum flavours with hints of vanilla, cocoa, and tobacco. Picks up spice and herbs on the finish. Age 6 months or more to enjoy the full, balanced complexity. Lively and bright enough for light dishes. Enough tannin and grip for cured, roasted, or grilled meat and fowl courses.

## White

### Chardonnay

CALIFORNIA

The 12 litre must pack contains California Chardonnay concentrate blended with flavourful Santa Barbara Chardonnay juice. We have included 30 grams of toasted French oak with the kit; however, we suggest this as an optional additive. The "naked" style focuses attention on the complex fruit character, making the wine more refreshing and versatile. Grapefruit, green apple, and pear aromatics dominate the nose. The medium body is clean and crisp with flavours of green apple and citrus, which continue through the wonderful finish. The wine comes together in a couple of months and should be enjoyed within a year or so. Serve lightly chilled on its own or with seafood, chicken, pork, or vegetable dishes. Best with foods that are not too heavily sauced.

### Johannisberg Riesling

CALIFORNIA

California Johannisberg Riesling is lighter and less exuberant than cooler climate Rieslings, but still reflects the bright citrus and ripe fruit character that makes Riesling one of the more versatile white wines. Finished with a Flavour Reserve to balance the wine's natural acidity and highlight the fruity notes of the wine. An off-dry sensory impression. Serve as an aperitif or as an accompaniment to most foods. Works especially well with Asian dishes, fish, pork, and chicken. Let the wine rest at least 2-4 weeks after bottling. Serve lightly chilled. Usually enjoyed within 12 months.

## Pinot Grigio

CALIFORNIA

We have added just enough Yakima Pinot Gris to our California Pinot Grigio to elevate the aromatics and finish the wine to a level above the norm. The nose has a pronounced, refreshing citrus character with a back note of juicy peach. The mouth feel is crisp with citrus qualities and the overall sensation delightfully lingers through a good finish. Begins to show harmony and balance after a few months and is usually consumed within a year. Serve lightly chilled as an aperitif or with light chicken, fish, or pork dishes. Works well with most Asian foods.

## Sauvignon Blanc

CALIFORNIA

Juice and concentrate from Lake County produces a fresh, crisp, medium-bodied wine with restrained aromas of gooseberry and lime followed by refreshing, light flavours of fruit and a bracing core. We suggest using the French oak as an optional additive. An excellent wine for social sipping, with appetizers, chicken, and fish. A classic pairing with soft goat cheese. Chill and enjoy a couple of months after bottling.

## Blush

### White Shiraz

CALIFORNIA

12 litres of must from California Shiraz, which received minimum skin contact, is the heart of this wine. An all natural Flavour Reserve (featuring Viognier) is added after fermentation to add body, elevate the aromatics and create a just off-dry finish. The light salmon colour comes from the brief skin contact. The nose has complex layers of honeysuckle, strawberry, apricot, and tropical fruit. On the palate, the wine is smooth and round with notable strawberry flavour and a suggestion of tropical fruit. Don't confuse this as just another take on White Zinfandel! The wine shows well after a couple months of aging and is usually consumed within a year. Serve lightly chilled as an aperitif or with light foods. Try it with chicken, salads, desserts, and Asian dishes.





4 WEEK • 7.5L / 1.98 US GAL  
MAKES APPROX. 30 X 750 mL BOTTLES

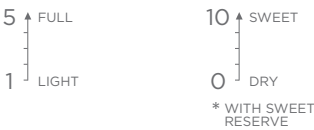
Our Classique Collection wine kits are produced in a 7.5 litre format using varietal juice and international concentrate and made to be bottle ready in as little as 4 weeks. They are available in our outstanding trans-regional blends or our unique regional

classics. This global flexibility allows us to present wines far beyond the scope of regionally restricted winemakers.

Varietals at a Glance

	BODY	OAK ORIGIN	SWEETNESS	% ALC./VOL.
Barolo	3	USA	0	13.0
Cabernet Sauvignon (Chile)	3	USA	0	13.0
Merlot	3	USA	0	13.0
Pinot Noir (California)	2	USA	0	12.5
Shiraz	4	FRE	0	13.0
Valpolicella	3		0	13.0
Chardonnay	3	USA	0	12.5
Gewürztraminer	3		1	12.5
Pinot Grigio (Italy)	3		0	12.5
Riesling	3		0	12.5
Sauvignon Blanc (Lodi, California)	3		0	12.5

■ RED  
■ WHITE



Cooking with Wine

Cooking with wine can add another dimension to your meal. Recipes will be enhanced by the subtle flavours, and since most of the alcohol evaporates when wine is simmered or reduced by heat, you are left with all the flavour. Here are some pointers for the use of wine in the kitchen:

- Use wines in cooking that have a fresh taste. If you wouldn't drink it, don't use it.
- Add the wine halfway through the cooking time so that the flavours are not boiled away.
- Don't add wine to a finished sauce or you might introduce a raw, un-integrated flavour into the dish.
- Use a comparable wine, or the same wine, in cooking that you plan to serve with the dish.
- Similar to matching wine and food, always match the weight of the wine to the weight of the dish. An example would be a fish poached with a delicate Riesling or a rich Shiraz added to a winter stew.

■ RED ■ WHITE ■ BLUSH

## Red

### Barolo

Classic Italian grape varieties provide the charm of this robust classic. A full measure of American oak adds structure. Benefits from up to a year in the bottle.

### Cabernet Sauvignon

CHILE

A classic from Chile. Deep colour, full body and a surprisingly smooth finish. Berry scent and flavour, balanced by mellowing toasted oak. A favourite.

### Merlot

Merlots from both Northern and Southern hemispheres with medium-body, deep colour and a slightly grassy scent which becomes more delicate over time. Gentle fruit flavours. Softer with age.

## Pinot Noir

CALIFORNIA

Medium-bodied with bright crimson colour and an alluring bouquet. Reminiscent of cherry or strawberry jam. An approachable wine.

### Shiraz

In the Australian style, this wine is big, bold, yet well rounded. Deep purple hue, hints of berry; peppery with lots of tannin. Benefits from extended aging.

### Valpolicella

Select Italian varietals highlight our version of the famous wine of Verona. Alluring fruit, soft tannins, and a deep colour. Medium-bodied with higher alcohol in the "Superiore" tradition.

## White

### Chardonnay

Our exclusive blending of Washington and California Chardonnays produces a subtle tropical aroma of pineapple and rich apple and pear flavours. The oak contributes a toasty vanilla charm. Finishes dry with a bit of crispness which mellows with age.

### Gewürztraminer

This blending marries Gewürztraminers from California and Yakima valley. A powerhouse of lychee, mango, grapefruit, honey and spice. Lovely, long finish. Finished with our our exclusive, all natural, Flavour Reserve. Enjoy young or cellar for up to a year.

## Pinot Grigio

ITALY

A star variety from the Alto-Adige area of northernmost Italy. Medium-bodied. Lively, fresh citrus notes. Subtle spiciness. Lots of appeal! Usually enjoyed young, but may be aged for several months.

## Riesling

A cross of Johannisberg Riesling and Muscadelle developed specifically for California vineyards. Its appeal comes from attractive acidity with green apple and floral aromatics typical of Riesling, while offering excellent value. Cellar Craft elevates the sensory profile further with the addition of Yakima Johannisberg Riesling juice in a ratio of 20% Yakima Riesling to 80% California Riesling. This adds subtle tangerine aromatics and notes of apricot, peach and rose petal to the overall impression.

### Sauvignon Blanc

LODI, CALIFORNIA

A medium-bodied, unoaked wine that is fresh and crisp with an overall impression of lemon and lime and a suggestion of gooseberries followed by a snappy finish.



4 WEEK • 12 L / 3.17 US GAL  
MAKES APPROX. 30 X 375 mL BOTTLES

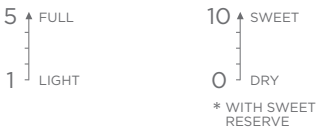
Our specialty wines are created to celebrate the moment.

These luxurious wines will indulge the spirit and soothe the soul.

Varietals at a Glance

	BODY	OAK ORIGIN	SWEETNESS	% ALC./VOL.
Cabernet Franc Ice Wine Style	5		10	12.0
Classic Cream Sherry Style	5	USA	10	20.0
Classic Port Style	5	USA	10	20.0
Porto Corinto Style	5	USA	10	20.0
Riesling Ice Wine Style (Washington)	5		10	13.0

■ SPECIALTY



Cabernet Franc Ice Wine Style

A wonderful taste sensation! Sweet strawberries on the nose and packed full of jammy red fruit on the palate. Offers a rich, lingering finish.

Classic Cream Sherry Style

Capture the appeal of the finest cream sherries! Subtle citrus fragrance precedes notes of coffee, caramel, tobacco and cocoa. Flavours of dried fruit, vanilla and almonds.

Classic Port Style

A traditional blended wine showing intense fruit character and depth of flavour at bottling. Even better if aged for a year or two.

Porto Corinto Style

Classic ruby port infused with black currant. Intense, rich and savory! Enjoy after 2 or 3 weeks of aging. Best after a year in the bottle.

Washington Riesling Ice Wine Style

Made with Washington State Johannisberg Riesling. Concentrated peach, apricot and honey notes stand out on both the nose and the palate.

