

celebrate

WINTER EDITION 2017

PEI LIQUOR
— ❁ —
ALCOOL Î.-P.-É.

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Please drink responsibly



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RED



WHITE



ROSE



SPARKLING



DESSERT/FRUIT



FORT/FORTIFIED



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FEATURED PRODUCT



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SAVINGS

LIMITED TIME OFFERS
JANUARY 4 - FEBRUARY 15



❄️ WINTER WINE SAVINGS ❄️

FREE STORM CHIPS*

VIVO
CHILE
BLANCO WHITE
4L

VIVO
Blanco

09612F, 4 L, **ONLY \$48.49**

SAVE \$2.00*

Robert Mondavi Private Selection Pinot Grigio

09619Z, 750mL, **NOW \$18.16**

SAVE \$2.00*

Stoneleigh Riesling

09533Z, 750mL, **NOW \$18.19**

SAVE \$3.00*

Oyster Bay Chardonnay

09504Z, 750mL, **NOW \$18.19**

SAVE \$3.01*

Pierre Amadieu St. Joseph 'Les Capelets'

R0264Z, 750mL, **NOW \$34.19**

SAVE \$2.00*

Nugan Estate Annelise Pinot Grigio

09624Z, 750mL, **NOW \$15.74**

SAVE \$2.00*

Chateau Timberlay Merlot Cabernet

07920Z, 750mL, **NOW \$19.49**

SAVE \$2.00*

Beringer Founders' Estate Cabernet Sauvignon

07607Z, 750mL, **NOW \$18.19**

SAVE \$2.00*

Wolf Blass Yellow Label Merlot

07476Z, 750mL, **NOW \$17.19**

❄️ WINTER BEER SAVINGS ❄️



Corona
12 Pack Bottles

84009R, NOW **\$26.29**



Budweiser
12 Pack Cans

81541X, NOW **\$24.29**



Michelob Ultra
12 Pack Cans

83129X, NOW **\$25.29**



Coors Light
12 Pack Cans

81544X, ONLY **\$25.79**



Molson Canadian 67
12 Pack Cans

81556X, NOW **\$24.29**



Miller Genuine Draft
12 Pack Cans

83011X, NOW **\$24.79**



Alpine
15 Pack Cans

00229Y, ONLY **\$28.99**



Moose Light
12 Pack Bottles

00238Y, ONLY **\$28.99**



HopCity Barking Squirrel
6 Pack Bottles

80011R, NOW **\$13.10**

WINTER SPIRITS SAVINGS ❄️



SAVE
\$1.50*

**Absolut
Vodka**

02940Z, 750 mL, NOW **\$26.29**



SAVE
\$3.00*

**Polar Ice
Vodka**

02150B 1.14 L, NOW **\$37.89**



SAVE
\$2.00*

**Captain Morgan
Spiced Rum**

03070B, 1.14 L, NOW **\$39.39**



SAVE
\$2.00*

**Captain Morgan
White Rum**

03020B, 1.14 L, NOW **\$39.39**



SAVE
\$1.40*

**Forty Creek
Barrel Select**

04310Z, 750 mL, NOW **\$26.39**



SAVE
\$1.50*

**J.P. Wiser's
Deluxe Whisky**

04230Z, 750 mL, NOW **\$27.80**



SAVE
\$2.00*

**Appleton Estate
Signature Blend**

03850Z, 750mL, NOW **\$26.29**



SAVE
\$2.00*

**Sauza Gold
Tequila**

16982Z, 750mL, NOW **\$29.28**



SAVE
\$3.00*

**Kilbeggan
Irish Whiskey**

05753Z, 750mL, NOW **\$33.30**

White Russian

Cocktail
of the
Month

INGREDIENTS

$\frac{3}{4}$ oz **Absolut Vodka**

$\frac{3}{4}$ oz **Kahlua**

1 oz milk

DIRECTIONS

1.) Pour vodka, Kahlua and milk into an old-fashioned glass filled with ice & stir.



LAST CHANCE

**Pick up your favourites
before they're gone!**

❄️ LAST CHANCE WINE ❄️



1 **Mezzacorona Rosé**
03188W, 750 mL, NOW **\$14.13**

2 **The Entertainer Red Blend**
07611Z, 750 mL, NOW **\$14.14**

3 **Kressmann Chardonnay Selection**
09712Z, 750 mL, NOW **\$10.11**

4 **Quinta do Portal Colheita Rosé**
00886Y, 750 mL, NOW **\$18.17**

5 **Entwine Chardonnay**
09457Z, 750 mL, NOW **\$14.15**

6 **The Dreaming Tree Everyday White**
09516Z, 750 mL, NOW **\$17.16**

*While supplies last.

❄️ LAST CHANCE BEER & COOLERS ❄️



1 *Rickard's Red Session Lager*
80048R, 6x341mL, NOW **\$13.10**

2 *Mott's Clamato Original Caesar*
17973X, 458 mL, NOW **\$3.11**

3 *John H.R. Molson & Bros 1908 Historic Pale Ale*
80048R, 6 x 341mL, NOW **\$12.99**

4 *Smirnoff Electric Orange*
17851X, 4 x 355mL, NOW **\$9.60**

5 *Crazy Beard Apple Ale*
17843X, 473 mL, NOW **\$3.67**

6 *Breezer Passion Fruit*
17842X, 4 x 355mL, NOW **\$9.60**

SAVE
\$4.00*



Baileys
Vanilla Cinnamon

17506Z, 750 mL
NOW **\$27.79**

SAVE
\$4.00*



McGuinness
Whipped Cream Liqueur

16006Z, 750mL
NOW **\$22.29**

SAVE
\$4.00*



McGuinness
Peppermint Schnapps

16013Z, 750 mL
NOW **\$23.79**

SAVE
\$4.00*



Sour Puss
Apple Liqueur

18642Z, 750 mL
NOW **\$20.79**



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2017 Festival of Wines!*

May 26 & May 27, 2017

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Ménage à Trois
Silk

2014 SOFT RED BLEND

90
POINTS

"Sweet Bing cherries surface
in a bath of melted chocolate."

TASTING
PANEL

March 2016

Try our Latest Release



MénageTroisWines.com

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THE ULTIMATE
GAMES NIGHT
APPETIZERS



*PEI Lobster
Caprese Skewers*
recipe on pg 15



*PEI Beef Sliders
with Stout
Tomato Jam*
recipe on pg 16



*PEI Potato
Nacho Bites with
Avocado Dip*
recipe on pg 17





LOVE
local

PERFECT LOCAL PAIRING
MATOS ROSÉ
12204Z | 750 ML

PEI Lobster Caprese Skewers

1 lb **PEI Lobster Claws, cooked**
1 pint **Cherry Tomatoes**
1 block **Dairy Isle Mozzarella Cheese, cubed**
½ cup **PEI Olive Oil**
1 tbsp **Balsamic Vinegar Reduction**
1 tbsp **Basil Leaves, chopped**
to taste **Salt & Black Pepper**
12 each **Wooden Skewers**

METHOD:

1.) Place 1 cherry tomato, 1 lobster claw and 1 cube of mozzarella cheese onto each skewer.

2.) Place skewers onto a serving platter.

3.) Combine olive oil, balsamic vinegar reduction & basil; season with salt & black pepper.

4.) Drizzle dressing over skewers and serve.

Chef's Tip: For an added twist, place lobster and tomatoes onto skewers and marinate in dressing. Place onto a preheated grill and cook until heated through. Add the mozzarella cheese and serve.

Makes 12 skewers



PERFECT LOCAL PAIRING
SYDNEY STREET STOUT
 00621Y | 500 ML

PEI Beef Sliders with Stout Tomato Jam

3 lbs **PEI Beef Roast**
 2 tbsp **Canola Oil**
 as needed **Salt & Black Pepper**

METHOD:

- 1.) Preheat oven to 475°F. Drizzle beef with canola oil and season with salt & black pepper.
- 2.) Place onto a baking sheet. Place roast into oven and reduce temperature to 400°F. Cook beef to medium-rare (135°F) or to desired doneness.
- 3.) Remove from oven and allow to cool before slicing. Thinly slice beef against the grain to attain 36 slices.

Stout Tomato Jam | Yield: 2 cups

2 tbsp **Canola Oil**
 1 large **Yellow Onion, sliced thin**
 1 clove **PEI Garlic, minced**
 1 cup **PEI Brewing Company Oatmeal Stout**
 1 can (796 ml) **Whole Stewing Tomatoes**
 1 can (796 ml) **Diced Tomatoes**
 2 tbsp **Crosby's Molasses**
 to taste **Salt & Black Pepper**

METHOD:

- 1.) Heat a medium pot over medium-high heat; add canola oil.

2.) Add onions and reduce heat to medium-low. Sauté mixture until onions are fragrant and softened; add garlic.

3.) Add the oatmeal stout and bring to a simmer, while scraping the bottom of the pot with a wooden spoon; cook until liquid has reduced by half.

4.) Drain liquid from canned tomatoes. Add the tomatoes and simmer for 15-20 minutes; stirring often. Add the molasses and season with salt & black pepper.

5.) Remove from heat and allow to cool before serving or refrigerate until ready to us

To assemble PEI Beef Sliders:

12 each **Slider Buns**
 1 cup **Stout-Tomato Jam**
 2 cups **Spinach, removed from stems**
 36 each **PEI Roast Beef, thinly sliced**
 1 pkg **Goat Cheese, softened**

Place slider buns onto a cutting board and cut in half length-wise. Top bottom half of bun with tomato jam, spinach then 3 slices of roast beef. Spread goat cheese onto top bun and place onto slider. Serve immediately.



PERFECT LOCAL PAIRING
PURPLE FINCH BEET MEAD

12204Z | 750 ML

PEI Potato Nacho Bites with Avocado Dip

1 bag	Baby PEI Potatoes, boiled & chilled
1 lb	Bacon, cooked & crumbled
1 each	Jalapeno Pepper, seeds removed, minced
1 cup	Cow's Applewood Smoked Cheddar, grated
1 each	Ripe Avocado
1 each	Lime, zested & juiced
1 cup	Purity Dairy Sour Cream
to taste	Salt & Black Pepper

METHOD:

- 1.) Preheat oven to 400oF; line a baking sheet with parchment paper.
- 2.) Slice potatoes in half lengthwise; place potato halves onto the baking sheet (cut side facing up).

3.) Top potatoes with bacon, jalapenos and smoked cheddar cheese.

4.) Place baking sheet into oven and bake for 8-10 minutes, until cheese melts and potatoes are heated through. In the meantime, remove skin and pit from avocado and discard.

5.) Place avocado flesh, lime zest, and juice into a serving bowl; mash until avocado is smooth.

6.) Fold in sour cream and season with salt & black pepper. Remove potatoes from oven and serve hot with avocado dip.

Makes 24 nacho bites

Beer Cocktails

Celebrate the big game with these crowd-pleasing beer cocktails.



Raspberry Snake Bite

1 oz Rossignol Raspberry Festival
4 oz No Boats on Sunday Cider
4 oz fruity light beer (*Rickards White*)
Frozen raspberries, mint and lime wedges for garnish

1.) Fill a tall glass full of ice, pour in raspberry liqueur and then top up with equal parts Cider and Beer.

2.) Garnish with a lime wedge, sprig of mint and a handful of frozen raspberries.

Makes 1 drink



Grapefruit Shandy

12 oz hoppy IPA (*Gahan 1772 India Pale Ale*)
3 oz fresh grapefruit juice
1 grapefruit for garnish

1.) In a glass add the grapefruit juice. Slowly fill the remainder of the glass with cold beer.

2.) Stir gently and garnish with grapefruit wedge.

Makes 1 drink



Beer-garitas

4 bottles cold light beer (ex: *Corona*)
8 oz *Patron Silver Tequila*
¼ cup frozen limeade concentrate
kosher salt & lime wedges for garnish

1.) In a large pitcher, combine the beer, tequila and limeade.

2.) Rub a lime wedge around the rim of each of glass and dip it in the salt.

3.) Pour the margaritas into the glasses and garnish with a lime wedge.

Makes 1 pitcher (6 drinks)

Captain Morgan™

MAKE A GAME DAY DECISION



 CaptainMorganCanada  CaptainMorganCA

#LIKEACAPTAIN



DISCOVER YOUR BEER TASTE



Bright &
Balanced

Beer Style
of the
Month



1 MILL ST. ORGANIC LAGER

81577X, 473 mL, **\$3.39**
SAVE \$0.30 | REG \$3.69

2 COORS BANQUET

83141X, 473 mL, **\$3.90**

3 BEACH CHAIR LAGER

81581X, 473 mL, **\$3.90**

**4 HOPCITY POLLY WANT
A PILSNER**

81659X, 473 mL, **\$3.83**

5 CARLSBERG

83126X, 500 mL, **\$4.09**

CELEBRATE LOCAL FEATURED BREWERY



UPSTREET CRAFT BREWING

Charlottetown, PEI

How did Upstreet Brewery get started?

We really love craft beer and have for many years. Mike Hogan, Co-Owner and Beer Engineer, had been a home brewer for nearly ten years and would bring his latest creations to social gatherings for our friends to try. One night we were hanging out and talking about what it would take to make a go of it and the conversation seemed to follow us. We started to take some big steps into the planning process and realized that this was actually within our reach, so after a couple of years of solid planning we were ready to brew our first couple of products. When we opened our doors, the taproom was still basically in construction and we only had two beers on tap, but people showed up in crowds and were really excited for us.

What is behind the name Upstreet Brewery?

We wanted the name of the brewery to reflect our roots and Island traditions. We are proud to be from this community, and it was important to us that we find a unique way to pay tribute to that. We started talking about old Island colloquialisms that we heard growing up, and one that we all remembered and connected with was the phrase "heading upstreet." It was the type of phrase that gives you comfort to live in a small place; like no matter where you are on PEI, you're never far away. Upstreet had a great ring to it, and since the location wasn't quite downtown, it made perfect sense.

Is the brewery open to the public for tours?

We do not currently offer tours on a regular basis, since we are unable to provide tours while the brewery is in operation. We do provide tours for larger groups upon special request, and feature free tours as part of our Block Party and New Years Day Levee.

When visiting the brewery, can people enjoy a bite to eat?

We have a full service menu that offers tapas that are good for sharing, filling entrees and select desserts. Our chef, John Pritchard has created a menu that pairs perfectly with craft beer and includes comfort foods such as Mac and Cheese and chicken and sausage gumbo, light snacks such as wings and a variety of mezza dips, and some unique deserts. Our kitchen is open at 3pm daily.

Where can people find Upstreet products?

Upstreet bottles are available in all PEI liquor stores and in the taproom on 41 Allen St. in Charlottetown. Our beer can be also found at more than 65 great restaurants and pubs in Prince Edward Island.

What is one of the fan favorites at Upstreet?

Our most popular beer is the Commons, a traditional Czech pilsner that is balanced and crisp. It's perfect for any occasion since it's light and easy to drink, but it's also packed with flavour. We use ingredients sourced directly from the Czech Republic to make it as true to style as we can.

How do Upstreet products pair with the perfect Super bowl Party or Games Night appetizer?

There's really something for everyone! Our White Noize pairs perfectly with a hearty chili, the DoGooder pairs with a smokey BBQ ribs, and Commons goes great with some steamed PEI mussels.

Upstreet Craft Brewing offers beer pairing suggestions and guest recipes from local chefs on their website: www.upstreetcraftbrewing.com



80033R



80034R



80045R



Cheers to love!

Treat your Valentine to something special with our sweet picks for wine, beer and spirits.



♥ VALENTINE'S DAY WINE ♥

love at first sip



1 *Rosa Regale Sparkling Red*
15408A, 375 mL, **\$15.08**

2 *Segura Viudas Lavit Brut Sparkling Rosé*
15551Z, 750 mL, **\$17.19**

3 *Pâtisserie du Vin Chardonnay-Muscat*
09547Z, 750 mL, **\$18.19**

♥ VALENTINE'S DAY WINE ♥



① *Trapiche Extravaganza
Cabernet Sauvignon*
07685Z, 750 mL, **\$19.15**

② *Long Flat
Pink Moscato*
09593Z, 750 mL, **\$16.13**

③ *Bella Sera
Pinot Grigio*
09601Z, 750 mL, **\$19.19**

♥ VALENTINE'S DAY BEER ♥



Guinness Draught
84055R, 6 x 341 mL
\$15.19



Stella Artois
84050R, 6 x 330 mL
\$15.49



*Kronenbourg
1664 Blanc*
84027R, 6 x 330 mL
\$15.69



*Black Tie Affair Vanilla
Cranberry Stout*
00964Y, 500 mL
\$4.25

♥ VALENTINE'S DAY SPIRITS ♥

Pair with
chocolate-covered
strawberries



*Baileys Original
Irish Cream*

17500Z, 750 mL

\$31.79



*Glenfiddich Single Malt
12 Years Old Scotch Whisky*

05210Z, 750mL

\$55.49



Ciroc Original

02952Z, 750 mL

\$50.43



J.P. Wiser's Vanilla Whisky

04012Z, 750 mL

\$29.74

OUR STAFF
FEATURED PRODUCT ADVISOR



Judy Hornyik

Product Advisor

Store #004, Summerside
Wine & Spirit Education Trust
(WSET®) Level 3

FEATURED PEI LIQUOR STAFF: JUDY HORNYIK

How did you get started at PEI Liquor?

I had been living off Island in Ontario where I worked in the Ontario hospitality industry for the company, Distillers. I became familiar with products such as Johnnie Walker Scotch and Tanqueray Gin. After gaining knowledge in the industry I found myself moving back to PEI, and a job came up at the PEI Liquor Commission and I felt it would be the perfect fit!

What is your favourite part about working at PEI Liquor?

Everyday there is something new! People are always looking for innovative recommendations, and there are always new products hitting the shelves. My favorite part of working with PEI Liquor, is assisting consumers with their beverage choices for all occasions, receiving positive feedback from customers on the selections I have recommended to them. As new products are always arriving, I love the continued learning and keeping track of world-wide trends affecting the industry.

In your opinion, what were some of the favorites from 2016?

As we begin a New Year and reflect on 2016, there is no doubt that it was a great year with lots of new and exciting products!

We can't forget the release of the *Crown Royal Northern Harvest*. It was the first Canadian Whisky to earn World Whisky of the Year in Jim Murray's Annual Whisky Bible 2016. Once it hit the stores, it didn't last long!

Although, *Benjamin Bridge Nova 7* wasn't a brand new product in 2016- the product was just as exciting.

Year after year, Benjamin Bridge does not disappoint with their iconic wine Nova 7, made from 100% Nova Scotia grapes- always a crowd pleaser.

In 2016, we also welcomed the trend of Hard Root Beer. To kick off this trend, we welcomed the launch of *Dusty Boots Root Beer*. Canada's first Hard Root Beer. It was definitely a favorite on those hot PEI Summer days.

Valentine's Day is approaching, and is a popular holiday in the stores. Can you recommend a product(s) that will pair perfectly with a box of chocolates?

Valentine's day is a special occasion worth a splurge. Pick up a bottle of Inniskillin Ice Wine Cabernet Franc to pair with that box of chocolates and turn a great gift into an extraordinary experience.

Ice wine is a type of desert wine produced from grapes that have been frozen while still on the vine. The sugars and other dissolved solids do not freeze, but the water does, allowing a more concentrated grape must to be pressed from the frozen grapes, resulting in a smaller amount of more concentrated, very sweet wine.

Amazing depth of color and outstanding red berry flavours, particularly strawberry, lend this red ice wine to pair well with chocolate.



JUDY'S VALENTINE'S DAY PICKS



G.H. Mumm Cordon Rouge

\$62.89

750mL - 15250Z

*"Say I love you
with bubbles"*



Ménage à Trois Silk

\$22.18

750mL - 07678Z

*"This silky red will
surely impress your
sweetheart."*



Inniskillin Cab Franc Icewine

\$55.50

200mL - R0253S

*"Pair with chocolate
for the perfect
Valentine's Day gift."*

Valentine's Day Cocktails



Cherry Kiss

This fun cocktail is a grown-up version of cherry cola; a great treat for you to share with someone special.

- 1 oz** Disaronno
- 1 oz** McGuinness Cherry Brandy
- 1 oz** Cola
- 3** Maraschino cherries

1.) Fill a tall glass with ice. Add Disaronno and Cherry Brandy and stir.

2.) Top up with cola and garnish with maraschino cherries.

Makes 1 drink



Red, Red Rose

Skip the roses and try this cocktail instead, infused with fruity and floral raspberry and rose flavours.

- 1 oz** Rossignol Raspberry Festival
- 1 oz** Matos Orange Liqueur
- 6 oz** soda water
- 2 drops** rosewater
- Handful** fresh or frozen raspberries

1.) Fill a tall glass with ice, then add liqueurs. Add the berries, then top up with soda.

Makes 1 drink



The Bee's Knees

This classic cocktail is sweetened with a bit of honey for added flavour. With just 3 ingredients, this one's easy to make and really showcases the gin, so make sure you buy one you'll enjoy!

- 2 oz** Hendricks Gin
- ½ oz** fresh lemon juice
- ½ oz** honey syrup (to make honey syrup, combine equal parts honey and hot water, mix till dissolved).


1.) Combine gin, lemon juice and honey syrup in a cocktail shaker, stir briefly to dissolve honey syrup, then fill with ice.

2.) Shake well for about 10 seconds and strain into a chilled cocktail glass.


Makes 1 drink

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