

# celebrate



FALL  
2016

PEI LIQUOR  
—  —  
ALCOOL Î.-P.-É.

Please drink responsibly.



ENJOY THE MANY  
*flavours of fall*



NOVA  
by BENJAMIN BRIDGE 7



THE PERFECT WINE SELECTIONS TO PAIR WITH  
FALL STEWS & COMFORTING CASSEROLES



**Columbia Crest  
H3 Chardonnay**

**\$24.20**

SIZE  
**750ml**

BIN #  
**09618Z**

MADE IN  
**Washington State, USA**



*pair with*  
**Pulled Pork  
Mac n Cheese**  
*recipe on pg 14*



**Mission Hill Five Vineyards  
Cabernet Merlot**

**\$22.19**

SIZE  
**750ml**

BIN #  
**07013Z**

MADE IN  
**British Columbia, Canada**



*pair with*  
**Comfort  
Cabin Stew**  
*recipe on pg 15*



**Rossignol Iced  
Liberty Blossom**

**\$19.98**

SIZE  
**375ml**

BIN #  
**15820A**

MADE IN  
**Prince Edward Island, Canada**



*pair with*  
**Maple  
Baked Apple**  
*recipe on pg 16*





celebrate  
THANSGIVING





# Thanksgiving Picks

Gather with family and friends and enjoy the many flavours of fall. We have the perfect pairings to go with your Thanksgiving dinner.



SAVE  
**\$1.01\***

**Mirassou  
Pinot Noir**

07536Z, 750mL, NOW **\$15.18**



SAVE  
**\$2.01\***

**Malkina  
Pinot Grigio**

09576Z, 750mL, NOW **\$15.18**



NEW

**The Creemore  
Fall Collection**

00947Y, 12x341mL, **\$25.71**



NEW

**Bulwark Original  
Craft Cider**

19552V, 500mL, **\$5.09**



SAVE  
**\$3.01\***

**Crown Royal  
Apple Whisky**

04011Z, 750mL, NOW **\$30.28**



SAVE  
**\$2.01\***

**Cabot Trail Maple  
Cream Liqueur**

17505Z, 750mL, NOW **\$28.29**

Check our website for more Thanksgiving picks  
[liquorpei.com/celebrate/thanksgiving/thanksgiving-pairings/](http://liquorpei.com/celebrate/thanksgiving/thanksgiving-pairings/)



# Thanksgiving Cocktail Recipes

Give thanks to your guests with these cozy cocktails.  
Share your creations with us: **#CelebrateThanksgivingCocktails**



## Apple Cider Sangria

**Cinnamon sticks** 2  
**Medium apples, thinly sliced** 2  
**Medium pear, thinly sliced** 1  
**Medium orange, thinly sliced** 1  
**Pomegranate seeds** ½ cup  
**White wine** 1 (750 ml) bottle  
**Apple cider** 2 cups  
**Brandy** ½ cup  
**Orange juice** ½ cup  
**Lemon juice** 2 tbsp  
**Club soda**

1. Place the cinnamon sticks and fruit into a large pitcher.

2. Add wine, apple cider, brandy, orange juice, and lemon juice. Allow to sit in the refrigerator overnight or for 6-8 hours.

3. Pour the sangria and fruit into glasses. Add a splash of club soda. Garnish with a cinnamon stick, if desired.

*Makes 6 drinks*



## Cranberry Hot Toddy

**Amber rum** 6 oz  
**Cranberry juice** 1 pint  
**Fresh lemon juice** 2 oz  
**Honey** 3 tsp  
**Angostura bitters** 6 dashes  
**Cinnamon** ½ tsp  
**Cinnamon stick** (garnish)

1. In a medium sauce pan, heat all the ingredients to just about the boiling point.

2. Let stand for 1 minute. Add rum and stir.

3. Pour into a heat-resistant cocktail glass and garnish fresh cranberries, a cinnamon stick and a slice of lemon.

*Makes 6 drinks*



## Spiked Chai Tea

**Milk** 2 cups  
**Water** 2 cups  
**Black tea or 2 tea bags** 1 tbsp  
**Dark brown sugar** 2 tbsp  
**Whole cloves** 6  
**Cardamom** ½ tsp  
**Ground ginger** ½ tsp  
**Bourbon or spiced whiskey** 4 oz

1. Mix all ingredients in a medium saucepan.

2. Bring to a boil.

3. Lower heat and simmer for 5 minutes, stirring occasionally.

4. Turn off heat and Cover.

5. Let steep for 5 minutes. Strain through a fine sieve.

*Makes 6 cups*



**26<sup>TH</sup>**  
**NOVEMBER**  
**7pm-10pm**

CONFEDERATION  
CENTRE FOR  
THE ARTS



Experience over  
**100 NEW, HIGH-  
END SPIRITS**  
exclusively at  
this event.

# PEI SPIRITS FESTIVAL

PRESENTED BY JOHNNIE WALKER

Advance Tickets: \$76.00 plus tax and service charge.

Valid until Sunday, November 20th at 11:59pm.



/PEISpiritsFestival



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



@PEISpirits

**This is a 19+ Event.**



PEI LIQUOR  
— —  
ALCOOL Î.-P.-É.



# PEI SPIRITS FESTIVAL

# *Sneak Peaks*

The 1st Annual PEI Spirits Festival will be offering the opportunity to taste from a selection of more than 100 of the world's finest spirits. Here are a few of the spirits that will be featured at the PEI Spirits Festival on Saturday, November 26th at the Confederation Centre of the Arts. Purchase exclusive products only available at the PEI Spirits Festival onsite Boutique. Tickets to the Spirit Festival are not required to shop at the On Site Boutique.



PEI SPIRITS FESTIVAL  
SNEAK PEAKS

*A Fine Tasting Experience*



*Glenmorangie  
Nectar D'Or*

03239W, 750mL, **\$99.55**



*Laphroaig  
Lore*

03278W, 750mL, **\$201.74**



*Highland Park  
Dark Origins*

03242W, 750mL, **\$100.86**



*The Balvenie Caribbean Cask  
14YO Scotch Whisky*

03217W, 750mL, **\$111.97**



*Jameson Gold Reserve  
Irish Whiskey*

03244W, 750mL, **\$100.86**



*Johnnie Walker  
Green Label*

05145Z, 750mL, **\$80.69**



# *FALL SAVINGS*

LIMITED TIME OFFERS  
FROM OCTOBER 1 - NOVEMBER 15



# FALL SAVINGS WINE



SAVE  
**\$1.50\***

***Raven Deep Dark  
Red VQA***

07033Z, 750mL, NOW **\$16.69**



SAVE  
**\$3.00\***

***Ravenswood Vintners  
Blend Old Vine Zinfandel***

07396Z, 750mL, NOW **\$17.19**



SAVE  
**\$2.00\***

***Oxford Landing Estates  
Pinot Grigio***

09553Z, 750mL, NOW **\$13.18**



SAVE  
**\$2.00\***

***Errazuriz Max Reserva  
Sauvignon Blanc***

09569Z, 750mL, NOW **\$17.19**



SAVE  
**\$3.01\***

***Villa Maria Private Bin  
Pinot Noir***

07658Z, 750mL, NOW **\$22.38**



SAVE  
**\$2.00\***

***Château Grand Renom  
Sauvignon Blanc***

09532Z, 750mL, NOW **\$18.19**

## EVERYDAY GREAT VALUES



***Jacob's Creek Chardonnay  
Pinot Noir Sparkling***

15487Z, 750mL, **\$15.18**



***MontGras Reserva  
Carmenère***

07670Z, 750mL, **\$16.19**



***Hardy's Stamp Series  
Riesling-Gewurztraminer***

09650Z, 750mL, **\$13.10**

# FALL SAVINGS BEER



**Bud Light**  
24 Pack Cans

81573X, NOW **\$44.39**

**FREE**  
Goal-Synced Glass\*



**Budweiser**  
24 Pack Bottles

00122Y, NOW **\$45.39**



**Michelob Ultra**  
12 Pack Bottles

80006R, NOW **\$24.29**

**FREE**  
NHL Toque\*



**Molson Canadian**  
15 Pack Cans

00335Y, NOW **\$28.99**

**FREE**  
Boston Pizza Nachos\*



**Coors Light**  
12 Pack Cans

81544X, NOW **\$25.79**



**Rickard's Red**  
12 Pack Bottles

80070R, NOW **\$24.20**

**SAVE**  
**\$1.50\***



**Moose Light**  
12 Pack Cans

81524X, NOW **\$24.29**

**SAVE**  
**\$3.00\***



**Alpine**  
24 Pack Cans

81616X, NOW **\$44.39**

**FREE**  
473mL Railside Ale\*



**Sleeman Honey Brown**  
12 Pack Bottles

80571R, NOW **\$26.20**



# FALL SAVINGS SPIRITS



SAVE  
**\$2.00\***

***Captain Morgan  
Spiced Rum***

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



SAVE  
**\$2.00\***

***Smirnoff  
Vodka***

02000B, 1.14 L, NOW **\$39.39**



SAVE  
**\$1.00\***

***Drambuie  
Liqueur***

16540A, 375mL, NOW **\$21.19**



SAVE  
**\$3.01\***

***Crown Royal  
Apple***

04011Z, 750mL, NOW **\$30.28**



SAVE  
**\$3.01\***

***Crown Royal  
Maple***

04004Z, 750mL, NOW **\$30.28**



SAVE  
**\$3.00\***

***The Glenlivet  
Founder's Reserve***

05024Z, 750mL, NOW **\$47.49**



SAVE  
**\$2.00\***

***J.P. Wiser's Spiced  
Vanilla Whisky***

04003Z, 750mL, NOW **\$27.29**



SAVE  
**\$1.50\***

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

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



SAVE  
**\$2.00\***

***Sauza Gold  
Tequila***

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





# FALL *Recipe Guide*

FALL STEWS, COMFORTING CASSEROLES &  
THANKSGIVING FAVOURITES





# *Pulled Pork Mac n Cheese*

## INGREDIENTS

- 400g pulled pork
- 500g elbow macaroni
- 2 tbsp. unsalted butter
- 2 tbsp. all-purpose flour
- 2 cups whole milk, warmed
- 4 cups shredded cheddar cheese
- ½ cup your favourite BBQ sauce

## DIRECTIONS

1. Preheat oven to 375 degrees and spray a 9" x 13" casserole dish with non-stick spray.
2. Fill a large pot with water, season lightly with salt and bring to a boil.
3. When boiled, add elbow macaroni and cook until al dente. Drain pasta.
4. Meanwhile, in a large skillet, melt butter over medium high heat. Add flour and whisk until smooth. Slowly add milk, whisking until sauce becomes thick and creamy. Reduce heat to low and add 3 cups of cheese, stirring until completely melted. Turn off heat.
5. Add cooked macaroni and pulled pork to cheese mix and incorporate well.
6. Spoon into greased casserole dish and drizzle with BBQ sauce and remaining grated cheese.
7. Bake for about 15 minutes then serve.

\* See more recipes at: [brewsandbites.ca](http://brewsandbites.ca)

*pair  
with*



Rickards Red  
12x341mL, 80070R  
(Now \$24.20)



Don David  
Chardonnay  
750mL, 09577Z  
(\$17.19)



# Comfort Cabin Stew

## INGREDIENTS

1.5 kg boneless beef chuck, cut into 4 centimeter pieces  
1 tsp. freshly ground black pepper  
3 tbsp. vegetable or canola oil  
2 medium yellow onions, cut into 2 centimeter chunks  
7 cloves garlic, peeled and finely chopped  
2 tbsp. balsamic vinegar  
1½ tbsp. tomato paste  
¼ cup all-purpose flour  
4 cups beef stock  
2 cups water  
1 bay leaf  
½ tsp. fresh thyme  
4 large carrots, peeled and cut into one-inch chunks  
450g small white boiling potatoes, cut in half

## DIRECTIONS

1. Preheat oven to 325°F with rack in middle.
2. Pat beef dry and season salt and pepper. Dredge the beef in the flour with a large bowl. In a large Dutch oven or heavy pot, heat 1 tablespoon of oil over medium-high heat until hot and shimmering. Brown meat in 3 batches, turning with tongs, about 5-8 minutes per batch, adding one tablespoon more oil for each batch.
3. Transfer meat to a large plate and set aside.
4. Add onions, garlic and balsamic vinegar; cook, stirring with a wooden spoon to scrape brown bits from bottom of pan, about 5 minutes.
5. Add tomato paste and cook a few minutes more. Add beef with juices back to pan and sprinkle with flour; stir with wooden spoon until flour is dissolved, 1-2 minutes.
6. Add beef broth, water, bay leaf, thyme, and sugar; stir with wooden spoon to loosen any brown bits from bottom of pan and bring to a boil.
7. Cover pot with lid, transfer to preheated oven and braise for 2 hours.
8. Remove pot from oven and add carrots and potatoes. Cover and place back in oven for 50-60 minutes more, or until vegetables are cooked and meat is very tender.

\* See more recipes at: [brewsandbites.ca](http://brewsandbites.ca)

*pair  
with*



Gahan Iron Bridge  
Brown Ale  
500mL, 81418R  
**(\$3.95)**



Louis Roche  
Château La Maletonne  
Médoc  
750mL, 07461Z  
**(\$22.99)**





# Maple Baked Apples

## INGREDIENTS

- 2 ½ oz. rolled oats (not instant)
- 1 ½ oz. toasted almonds
- 4 oz. all-purpose flour
- 5 oz. light brown sugar, packed
- 1 tsp. ground cinnamon
- ½ tsp. ground ginger
- ¼ lbs. cold unsalted butter, diced
- 4 apples
- Maple syrup

## DIRECTIONS

1. Combine all the dry ingredients in a bowl along with the diced butter. Rub the mixture between your fingertips until a loose sandy mixture forms with occasional moist clumps. Refrigerate this mixture while preparing the apples to keep the butter firm.
2. Cut a small layer off the bottom of each apple to create a flat, stable bottom surface. With a paring knife, cut a cylindrical cone out of the top of the apple, moving about 1-inch outside of the core, similar to removing the top of a pumpkin when carving a Jack O'Lantern. Remove the top and discard.
3. Using a melon baller or a teaspoon, remove the remaining core and seeds, taking care not to puncture the base of the apple.
4. Place apples on a baking sheet or pie dish and fill, almost to the top, each center with maple syrup. Spoon in mixture till full, then pack it down lightly. Add additional mixture until heaped and overflowing over sides of the apples.
5. Bake on the top or middle rack of a 350-degree oven for 40 minutes or until the oat filling is golden brown. To check if apples are done, take tongs and squeeze the apples gently. If they give, they are done. Let stand for 10 minutes before serving.

\* See more recipes at: [brewsandbites.ca](http://brewsandbites.ca)

*drink  
with*



Strongbow Cider  
500mL (\$4.09)



De Bortoli Noble One  
Botrytis Semillon  
375mL, B0126A  
(\$33.19)



**OUR STAFF**  
FEATURED PRODUCT ADVISOR



**Trent DeRoche**  
*Product Advisor*  
Store #104, West Royalty  
Certified WSET Level 3



### **What changes have you seen over the past number of years?**

When I began working with PEI Liquor in 1997 the selection was limited. Imported beer was almost non-existent and the craft beer industry had yet to emerge. The wine selection consisted of “safe and sellable” offerings from France, Italy and Ontario with some entry level wines from California. There was a lot of rum, vodka and whiskeys, although none of the flavour-infused products that we have now.

Today we have a constantly changing beer selection with products from all over the world and wines at every price point from almost every noted wine region in Europe, the Americas, Africa, New Zealand and Australia.

### **What is your favourite part about working at PEI Liquor?**

Working at PEI Liquor offers me the opportunity to continually improve my product knowledge. The emphasis on staff training has really enhanced the customer experience in our stores. Completing the Wine and Spirit Education Trust (WSET) Level 3 course has inspired me to continue learning by studying and visiting wine growing regions in Europe and here in North America. It is a real bonus to have an employer that not only supports the broadening of your education but encourages it as well.

### **What is one of your favorite products and why?**

One of my favorite products would have to be, *Domaine Grosset Côtes du Rhône Village*. It is a full-bodied, concentrated Grenache-dominant blend displaying aromas of blueberry jam, blackberry and hints of black pepper and leather. It has been a favorite of mine since first trying it.

This wine comes from the village of Cairanne. The village has just been promoted to cru status on an equal footing with other crus of the Southern Rhone which include such famed appellations as Châteauneuf-du-Pape, Gigondas and Vacqueyras. It offers great value-to-price ratio and pairs wonderfully with hearty lamb and beef dishes.

**Retail \$23.80,  
Bin 07454Z**



### **Recently you took a vacation to France, How did your career peak your interest in this family vacation?**

Yes, recently I was lucky enough to spend two weeks touring a few wine regions in France. I was inspired to visit these iconic wine areas after completing an advanced WSET courses as part of training offered by PEI Liquor to increase employee product knowledge.

After spending so much time studying wine regions, their terroirs and associate grape varieties, I wanted to explore and experience them first-hand. Initially I was thinking of Chile and Argentina but when some affordable airfare to Lyon, France popped up on the radar; it seemed like a great opportunity.

### **What areas in France did you visit and explore?**

Our first stop was Lyon, right in the middle of two of the world's oldest wine regions - Burgundy and Rhone Valley. Immediately north of the city you enter Burgundy (Bourgogne) where they've been making wine for hundreds of years focusing on Pinot Noir and Chardonnay.

The first four days were spent in Beaune, the commercial center of the Burgundy wine industry. The ancient walled city is in the middle of the Côte d'Or's "route des Grands Crus". It's a narrow (often one lane) country road through historic wine villages like Gevrey-Chambertin, Nuits-Saint-Georges, Meursault and Pommard. The Burgundy visit ended with a beautiful tour of the Beaujolais region and some Gamay sampling – Gamay being the key grape variety of Beaujolais.

As we headed south through Lyon to the small town of Allan (north of Avignon), we visited vineyards in Côte-Rôtie, Condrieu, and Hermitage in the Northern Rhone. From our Allan location in the center of the Rhone Valley, we visited the famous vineyards in Vacqueyras, Tavel, Cairanne and of course Châteauneuf-du-Pape.

Our trip ended with a few days in the tourist regions of Marseille and the French Alps, but for me, the highlight was walking through the ancient towns and vineyards of Burgundy and the Rhone Valley. It was a beautiful experience. It brought my studies and knowledge to life and I believe it will assist me in providing customers with better advice.





# The Vines

PEI LIQUOR



ALCOOL Î.-P.-É.

Please drink responsibly.



# The Vines

The Vines is PEI Liquor's fine wines and spirits program. Vines offers allocated, hard-to-find products for collectors and explorers with a passion for world-class wines and spirits.

You may be looking for highly-rated Bordeaux classified growths for your cellar or a prestige cuvée from Champagne to make an impression or seeking iconic wines that embody the best that a given wine region has to offer; from powerful yet elegant Napa Cabernet Sauvignon, to beautifully rustic Rioja Gran Reservas, to seductive Pinot Noirs from around the world, there is a cornucopia of Vines selections for all your occasions and passions.

## The Vines Products

The wines below are just a glimpse into the ever-changing, highly-awarded portfolio of products offered in The Vines.

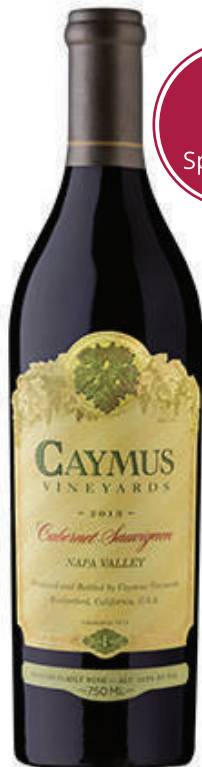


**89**  
Wine  
Spectator

*Heggies Vineyard  
Eden Valley  
Chardonnay*

B0127Z, 750mL

**\$30.30**



**92**  
Wine  
Spectator

*Caymus Napa Valley  
Cabernet Sauvignon*

R0168Z, 750mL

**\$99.30**



**94**  
Wine  
Spectator

*Bollinger Special  
Cuvée Brut  
Champagne*

C0001Z, 750mL

**\$87.29**



**94**  
Wine  
Spectator

*Don Melchor  
Cabernet Sauvignon*

R0178Z, 750mL

**\$85.79**



*Easton  
Amador County  
Zinfandel*

R0188Z, 750mL

**\$34.29**



*Faustino I  
Gran  
Reserva*

R0204Z, 750mL

**\$39.19**



*Vasse Felix  
Cabernet  
Merlot*

R0244Z, 750mL

**\$30.30**



*Torbreck  
Barossa Valley  
The Steading*

R0215Z, 750mL

**\$55.49**



*Quinta de  
la Rosa  
Vintage Port*

R0206A, 375mL

**\$34.60**



## *Where to Find The Vines*

PEI Liquor - Store #102 in Charlottetown offers the complete Vines portfolio of more than 200 products. The following stores also carry a smaller set of Vines products but store managers or product advisors at any of PEI Liquor corporate stores would be happy to make any Vines product available to you.

### *List of PEI Liquor Stores that offer selections from The Vines:*

1. Charlottetown, 359 University Avenue - PEI Liquor Store #102
2. Charlottetown, 193 Malpeque Road - PEI Liquor Store #104
3. Charlottetown, 84 Queen Street - PEI Liquor Store #101
4. Montague, 13 Commercial Drive - PEI Liquor Store #203
5. Stratford, 9 Kinlock Road - PEI Liquor Store #107
6. Summerside, Summerside Waterfront Mall - PEI Liquor Store #005
7. Summerside, 475 Granville North - PEI Liquor Store #004





**CELEBRATE LOCAL, LOVE LOCAL**  
FEATURED PRODUCER'S OF THE MONTH





## CELEBRATE LOCAL, LOVE LOCAL FEATURED PRODUCER

### James Power

#### *Raspberry Point Oyster Co.*

The cool clean waters off Prince Edward Island make for some of the best oyster farming areas in the world and James grows and manages some of the most northern stocks of oysters in North America on his company leases.

Raspberry Point Oyster Co. has been in operation since the early 1990's and has a selection of popular brands in the marketplace today. The company takes great pride in raising a variety of oysters that are known for their full, plump meats, salty taste and sweet finish.

#### ***What makes the waters off PEI the perfect growing areas for oysters?***

PEI's water is clean and cool which are perfect conditions for growing oysters. There is also plenty of plankton, algae and small food particles which are oyster food supply.

#### ***What would most consumers not know about oysters?***

Many consumers are surprised to hear that some of our oysters take 6-7 years to grow before they reach the marketplace. Another interesting fact is that under the right care our oysters can last up to 30 days in refrigeration and still taste great!

#### ***What is your favourite part of the job?***

Customer satisfaction for our oysters is a great part of the job also, seeing the company grow into a well respected and globally recognized company with quality product.

#### ***What brands do you have in the marketplace and where can consumers get them on PEI?***

Our company offers six brands: Raspberry Point, Lucky Limes, Pickle Point, Daisy Bay, Shiny Sea and Irish Point. Our oysters are available through retailers like MR Seafoods, Basin View Seafood, Shore Market, MacKinnon's Lobster Pound and Water Prince Corner Shop.

You can also enjoy our oysters at the following restaurants: Claddagh Oyster House, Sims Corner Steakhouse and Oyster Bar, Merchantman Fresh Seafood and Oyster Bar, Fishbones Oyster Bar and Grill, Blue Mussel Café, The Pearl, Fishermen's Wharf, On the Dock, Steamers, Papa Joes, Red Door Oyster Co, Rodd Crowbush, Inn on the Pier, Sou West Bar and Grill and Gallants Seafood.





## CELEBRATE LOCAL, LOVE LOCAL FEATURED PRODUCER

### Mike Beamish

#### *Deep Roots Distillery*

##### **How did Deep Roots Distillery get started?**

Our orchard has been open since the mid-1990's and we grow organic apples on-site that we use to make cider and for fresh sales. About four years ago, when my wife, Carol, and I were looking at retirement plans, we were exploring what to do with the excess apples as there are always some apples that fall off the trees, and are good to eat, but we couldn't sell them fresh or in the cider.

While working with the BioFoodTech to develop apple butter, I read an article that said that if you ferment and distill the apples, you could use dropped apples. So, I mentioned that to the BioFoodTech staff and that I was looking into taking a course in Washington, and they decided to offer the course there. I took the course in 2012, and had our first product on the shelf in 2014!

##### **Are there other members of your family involved?**

Yes. The company is owned by Carol and I, but my family and extended family help out when needed. My two sons also took the distillery training, and they help out regularly and are very interested in the business. In the future, I would like to see them join the company, and support a couple of families.

##### **Can people do tours of the distillery year-round?**

Not all year, we do tours of the distillery from mid-June to the end of October, and sell at the Charlottetown Farmers' Market all year.

##### **What's the most common question you get when giving tours?**

"Is it hard to get a license and is it legal (asking about the Island Tide, a moonshine product)?" And, yes, it is legal and getting started and operating a distillery is not for the faint of heart.

There are many regulations (at least six separate government organizations), a lot of learning and recordkeeping. But, it does make us better managers and we have a great handle on the business as a result.

##### **What is your favorite Deep Roots product?**

My favorite is the absinthe (which sold out at the first of the summer, but there is another batch in the tank now).





A vibrant Halloween party scene. In the foreground, a table is set with various Halloween-themed items: a large bowl of popcorn, a bowl of french fries, a bowl of candy corn, a small bottle with a skull face, a pumpkin, and several drinks. In the background, people are socializing. One person is wearing a black and white skeleton glove and holding a beer. Another person is holding a red drink in a black and red striped cup. The overall atmosphere is festive and colorful.

*celebrate*  
HALLOWEEN



# Halloween Picks

Treat your Halloween guests and hosts to a frightful cocktail, pumpkin ale or a spook-tacular wine!



NEW

*Dr. ZenZen  
Happy Halloween*

00819Y, 750mL, **\$17.14**



*Casillero del Diablo  
Devil's White*

09573Z, 750mL, **\$18.19**



NEW

*Garrison Double Jack  
Imperial Pumpkin*

00892Y, 650mL, **\$6.55**



LOCAL

*Gahan  
Pumpkin Ale*

00695Y, 500mL, **\$4.44**



*The Kraken  
Black Spiced Rum*

03706Z, 750mL, **\$30.30**



SAVE  
**\$2.01\***

*Jim Beam  
Devil's Cut Bourbon*

04974Z, 750mL, **NOW \$28.29**

Check our website for more Halloween picks  
[liquorpei.com/celebrate/Halloween](http://liquorpei.com/celebrate/Halloween)



# Halloween Cocktail Recipes

Spook your guests with these frightful cocktails!  
Share your creations with us: **#CelebrateHalloweenCocktails**



## Black Lagoon Sangria

**Apothic Dark** 1, 750mL bottle  
**Rosignol Blueberry Wine** 1, 750mL bottle  
**Frozen Blackberries** 2 cups  
**Frozen blueberries** 1 cup  
**Black plums, sliced** 4  
**San Pellegrino Blood Orange Soda** 2, 330mL cans  
**Sliced plums or sliced blood orange for garnish**

1. Add everything into a pitcher and mix with a large spoon.
2. Cover and Refrigerate for at least 24 hours (note: the longer it sits the darker the plum colour).
3. Serve with lots of the marinated fruit and a slice of plum or orange.

*Makes 12 drinks*



## Vampire's Kiss

**Melon liqueur** 1 oz  
**Malibu coconut rum** 1 ½ oz  
**Splash of Triple Sec liqueur**  
**Pineapple juice**  
**Light corn syrup mixed with a drop of red food coloring**

1. Shake all ingredients with ice. Dip rim of highball glass in corn syrup mixture and fill with ice.
2. Add melon liqueur, Malibu rum, and splash of Triple Sec.
3. Fill to top with pineapple juice.

*Makes 1 drink*



## Sparkling Green Goblin

**Barefoot Moscato** 1 ½ oz  
**Barefoot Brut Cuvée** 1 ½ oz  
**Spiced apple cocktail mixer** 2 oz

1. Rim the edge of a champagne flute with green sugar crystals.
2. Pour well-chilled Barefoot Moscato, Barefoot Brut Cuvée, and spiced apple cocktail mixer into the flute and stir.
3. Garnish with a skewered green grape and, for a deeper green color, add one drop of green food color.

*Makes 1 drink*



# Beer Style of the Month



MEDIUM  
DRY



DRY

# Cider

## STYLE:

Dry, Medium Dry, Sweet

## TASTE EXPERIENCE:

Refreshing apple taste that can range from a dry taste profile to a sweet taste profile.



MEDIUM  
DRY



SWEET





# RESPONSIBLE PARTY HOSTING TIPS

## HERE ARE SOME TIPS FOR HAVING SAFE AND ENJOYABLE PARTIES

1. Serve plenty of snacks and other food.
2. Provide a variety of popular soft drinks, juices, bottled water, coffee and tea.
3. Have one person (yourself or someone else) be responsible for serving alcohol.
4. Make certain that whoever serves alcohol monitors guests' consumption.
5. Control access to all alcohol.
6. Don't provide any common source of alcoholic beverages such as kegs or punch bowls.
7. Serve guests only one drink at a time.
8. Provide entertainment and other activities so that drinking alcohol is not the primary focus of the party.
9. Don't serve alcohol to anyone under the legal drinking age.
10. Model appropriate behavior and don't become intoxicated.
11. Stop serving alcoholic beverages at least one hour before the party ends. Encourage guests to stay for a while and enjoy a non-alcoholic beverage.
12. If anyone does become intoxicated, don't leave that person alone. Even if the guest is not driving, an intoxicated person can be injured in many ways.
13. If necessary, provide transportation for impaired guests. Call a cab, enlist the help of a sober friend, or take the impaired guest home yourself.

**Always be a responsible party host. Both you and your guests will be glad you are.**






celebrate

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Please drink responsibly.