

# celebrate

WINTER EDITION 2017

PEI LIQUOR  
— ❁ —  
ALCOOL Î.-P.-É.



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Please drink responsibly



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RED



WHITE



ROSE



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WINE / BEER / SPIRIT  
*SAVINGS*

**LIMITED TIME OFFERS**  
JANUARY 4 - FEBRUARY 15



❄️ WINTER WINE SAVINGS ❄️

**FREE STORM CHIPS\***

**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**



*The countdown is on for the  
2017 Festival of Wines!*

*May 26 & May 27, 2017*

Get your tickets today:  
[www.peiwinefest.com](http://www.peiwinefest.com)





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](http://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 pint **Cherry Tomatoes, halved\***
- 1 bulb **Fennel, sliced**
- 2 each **Shallots, thinly sliced**
- 1 clove **PEI Garlic, minced**
- ¼ tsp **Smoked Paprika**
- 1 tsp **Fresh Thyme Leaves, removed from stems**
- to taste **Salt & Black Pepper**
- ¾ cup **PEI Olive Oil**
- 2 pounds **PEI Mussels**
- ¼ cup **Honeydew Apiaries Starling Traditional Dry Mead Honey Wine**

### **METHOD:**

- 1.) Remove stalks, root end of fennel, and slice bulb thinly; rough chop stalks and reserve for steaming mussels.
- 2.) Place sliced fennel bulb in medium bowl with cherry tomatoes, shallots, and garlic.

- 3.) Add smoked paprika, thyme leaves, salt, pepper, and olive oil; mix well. Cover bowl with plastic wrap and refrigerate for 2-3 hours or until ready to use.
- 4.) Just before serving, heat a large pot over medium-high heat. Add mussels, reserved fennel stalks, and honey wine.
- 5.) Cover pot with a lid and allow mussels to steam for 5-7 minutes or until all of the shells have opened.
- 6.) Mix marinated tomato mixture into steamed mussels; discarding any unopened shells. Serve immediately. (For a different twist, roast tomato-fennel mixture before mixing with steamed mussels.)

\* *Cherry tomatoes can be substituted with any type of tomato.*

**Serves 4**





**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 pint **Cherry Tomatoes, halved\***
- 1 bulb **Fennel, sliced**
- 2 each **Shallots, thinly sliced**
- 1 clove **PEI Garlic, minced**
- ¼ tsp **Smoked Paprika**
- 1 tsp **Fresh Thyme Leaves, removed from stems**
- to taste **Salt & Black Pepper**
- ¾ cup **PEI Olive Oil**
- 2 pounds **PEI Mussels**
- ¼ cup **Honeydew Apiaries Starling Traditional Dry Mead Honey Wine**

### **METHOD:**

- 1.) Remove stalks, root end of fennel, and slice bulb thinly; rough chop stalks and reserve for steaming mussels.
- 2.) Place sliced fennel bulb in medium bowl with cherry tomatoes, shallots, and garlic.

- 3.) Add smoked paprika, thyme leaves, salt, pepper, and olive oil; mix well. Cover bowl with plastic wrap and refrigerate for 2-3 hours or until ready to use.
- 4.) Just before serving, heat a large pot over medium-high heat. Add mussels, reserved fennel stalks, and honey wine.
- 5.) Cover pot with a lid and allow mussels to steam for 5-7 minutes or until all of the shells have opened.
- 6.) Mix marinated tomato mixture into steamed mussels; discarding any unopened shells. Serve immediately. (For a different twist, roast tomato-fennel mixture before mixing with steamed mussels.)

\* *Cherry tomatoes can be substituted with any type of tomato.*

**Serves 4**



# 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](http://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



2



3

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

## 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**




celebrate

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ALCOOL Î.-P.-É.

Please drink responsibly.