

celebrate

SPRING 2017



PEI LIQUOR
—❁—
ALCOOL Î.-P.-É.

LET'S PROTECT OUR ISLAND

Every purchase of a participating product you make means
a donation is made to the **Island Nature Trust**.



ISLAND
NATURE TRUST

A group of diverse people are gathered around a table outdoors, toasting with wine glasses. The scene is set against a warm, golden sunset background. The table is laden with various dishes, including a large green salad, corn on the cob, and other fresh ingredients. The overall atmosphere is festive and social.

WINE / BEER / SPIRIT
SAVINGS

LIMITED TIME OFFERS APRIL 1 - MAY 9

WINE SAVINGS



SAVE \$2.00*

Masi Campofiorin Ripasso

08609Z, 750 mL, **NOW \$20.19**



SAVE \$2.00*

Château Grand Renom Bordeaux Blanc

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



SAVE \$2.00*

Firesteed Pinot Noir

07596Z, 750mL, **NOW \$23.20**



SAVE \$2.00*

Tommasi Poggio al Tufo Rompicollo

07663Z, 750mL, **NOW \$18.16**



SAVE \$2.00*

Château Pey La Tour

07649Z, 750mL, **NOW \$18.16**



SAVE \$2.01*

Montes Classic Chardonnay Reserva

09566Z, 750mL, **NOW \$14.18**



SAVE \$3.01*

Villa Maria Private Bin Pinot Noir

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



SAVE \$2.01*

Nipozzano Chianti Ruffina Riserva

07614Z, 750mL, **NOW \$25.22**



SAVE \$2.00*

Columbia Crest H3 Chardonnay

09618Z, 750mL, **NOW \$22.20**

BEER SAVINGS

FREE
Blue Jays
Hat, T-Shirt
or Socks*



Budweiser
24 Pack Bottles

00122Y, ONLY **\$45.39**

FREE
Corona
Bottle
Opener*



Corona
18 Pack Bottles

00811Y, ONLY **\$40.39**

FREE
NHL Stanley
Cup Replica*



Molson Canadian
24 Pack Cans

81598X, ONLY **\$47.39**

SAVE
\$3.00*



Coors Light
24 Pack Cans

81569X, ONLY **\$44.39**

FREE
MLB
Branded
Glass*



Miller Lite
12 Pack Bottles

84036R, NOW **\$25.79**

Buy 2 Save
\$6.00*



Moose Light
15 Pack Cans

00238Y, ONLY **\$28.99**

SAVE
\$3.00*



Alpine
24 Pack Cans

81616X, NOW **\$44.39**

SAVE
\$2.00*



Moosehead Lager
12 Pack Cans

81535X, NOW **\$24.20**

Buy 2 Save
\$5.00*



Sleeman Clear
12 Pack Bottles

80545R, ONLY **\$14.19**

🌸 SPIRITS SAVINGS 🌸



SAVE
\$1.51*

J.P. Wiser's Deluxe

04230Z, 750 mL, **ONLY \$27.79**



SAVE
\$3.00*

Ciroc Blue Stone

02952Z, 750 mL, **NOW \$47.43**



SAVE
\$2.32*

**Captain Morgan
Black Spiced**

03002Z, 750 mL, **NOW \$27.98**



SAVE
\$2.00*

Stolichnaya Vodka

02983Z, 750 mL, **NOW \$25.79**



SAVE
\$2.00*

Canadian Club 100% Rye

04009B, 1.14 L, **NOW \$40.36**



SAVE
\$4.00*

Hornitos Reposado Tequila

16833Z, 750 mL, **NOW \$39.39**



SAVE
\$2.00*

Gibson's Finest Bold 8YO

04014Z, 750 mL, **NOW \$29.28**



SAVE
\$1.40*

Smirnoff Vodka

02000B, 1.14 L **NOW \$39.99**



SAVE
\$1.30*

Tanqueray Gin

01790Z, 750mL, **NOW \$27.49**

Gin & Tonic

FEATURED
Cocktail

INGREDIENTS

1½ oz gin
4-5 oz tonic
Lime wedge

DIRECTIONS

To a highball glass filled with ice, add gin and tonic. Garnish with a lime wedge.

Makes 1 cocktail

- 1 Strait Gin 750 mL, 01101Z
- 2 Tanqueray London Dry Gin 750 mL, 01790Z
- 3 Beefeater London Dry Gin 750 mL, 01780Z
- 4 Bombay Sapphire 750 mL, 01800Z



BURGER PAIRINGS



WINE & BURGER PAIRINGS



1

BURGER
BUCKS*

SAVE
\$2.01*



2

BURGER
BUCKS*

SAVE
\$2.01*



3

SAVE
\$2.01*

1 *Trapiche Broquel
Cabernet Sauvignon**

08667Z, 750 mL, NOW \$14.18

2 *Trapiche Broquel
Malbec**

08668Z, 750 mL, NOW \$14.18

3 *Fat Bastard
Merlot*

08393Z, 750 mL, NOW \$15.18



*With the purchase of **Trapiche Broquel Cabernet Sauvignon** or **Malbec** you will receive a Burger Buck coupon for \$3 off any PEI BURGER LOVE 2017 hamburger at participating restaurants.



BEER & BURGER PAIRINGS



1



2

BURGER
BUCKS*



3

SAVE
\$1.00*

1 *Steam Whistle Pilsner*
80023R, 6 x 341mL, **\$16.69**

2 *Coors Banquet*
84043R, 12 x 355 mL, **\$26.79**

3 *Mill Street Organic*
80245R, 6 x 341 mL, **NOW \$14.19**



* With the purchase of **Coors Banquet 12 Pack Cans** or **Stubby Bottles** you will receive a Burger Buck coupon for \$3 off any PEI BURGER LOVE 2017 hamburger at participating restaurants.



DISCOVER YOUR BEER TASTE



Crisp &
Hoppy



FEATURED
*Beer
Style*



1 PETIT SAULT
SOEUR CATHERINE
80057R, 341 mL, **\$2.79**

2 THE VICAR'S CROSS
01008Y, 650 mL, **\$6.99**

3 COLLECTIVE ARTS
STATE OF MIND
SESSION IPA
00985Y, 473 mL, **\$4.39**

4 MUSKOKA
MAD TOM IPA
81660X, 473 mL, **\$3.42***

5 SPINDRIFT
KNOTTY BOUY
81663X, 473 mL, **\$3.93**



The story of 10 years of getting together.

It's Nova 7's 10th Anniversary. As we celebrate our first decade,
a toast to you for making us part of all your personal celebrations.

Find Nova 7 at your favorite PEI Liquor store.

It's how the East Coast gets together.

#10yearsofNova7



NOVA 7®



EASTER BRUNCH

Fresh, simple ingredients make up
this savoury and sweet brunch menu.





Potato Pancakes

- 1 lb russet potatoes, peeled
- 1-1/2 tsp. salt
- 1/2 tsp freshly ground black pepper
- 3 tbsp canola oil, divided

- 1.) Lay a clean dishtowel on your work surface. Use a hand grater to grate the potatoes onto the towel. Season with salt and pepper, then toss to combine. Wrap the potatoes up in the towel, then let stand for 10 minutes.
- 2.) Heat a 9 or 10-inch cast iron skillet over medium-low heat. Twist the dishtowel firmly to squeeze out the excess water from the potatoes. Get as much out as you can!
- 3.) Add half the oil to the pan, then press the potatoes into the pan in a single layer, pressing them down just a little bit. Cook for 8-10 minutes, until golden and crispy on the bottom. Place a large plate upside down on top of the skillet and flip the pancake onto the plate.
- 4.) Return skillet to burner, add remaining oil, then carefully slide the pancake back into the pan with the cooked side up. Cook another 5 minutes, until golden and crispy. Serve with fresh chopped herbs and sour cream.

PAIR WITH



Tawse Sketches Chardonnay

09026Z, 750 mL, **\$23.89**



Baked Egg with Mushroom & Gouda

2 tbsp butter, divided
2 cup button mushrooms, halved
6 eggs
½ cup grated mild gouda
Salt and pepper to taste
Chopped fresh chives

1.) Preheat oven to 400F.

Use half the butter to grease the ramekins generously then place them on a baking sheet.

Heat remaining butter in a large skillet over medium heat. Add mushrooms and sauté for about 5 minutes, until browned. Season with salt and pepper.

Divide mushrooms between ramekins, then crack an egg into each and top with cheese.

Bake for about 15 minutes, until the egg whites have set. Remove from oven and sprinkle with chives.

PAIR WITH

LOCAL



Big Don Coffee Belgian Ale

00987Y, 473 mL, **\$4.29**



Radish & Cucumber Salad

Juice and zest of 1 lemon
1/3 cup olive oil
Salt and pepper to taste
1 tbsp Dijon mustard
1 cucumber, thinly sliced
1 bunch radishes, thinly sliced
1 tbsp chopped fresh dill
1/4 cup chopped fresh parsley

In a large bowl, whisk together lemon, oil and Dijon.
Add cucumbers, radishes and dill and toss to combine.
Season to taste with salt and pepper.

PAIR WITH

SAVE
\$2.00*



Matua Sauvignon Blanc

09508Z, 750 mL, **NOW \$18.19**



Strawberry Rhubarb Pie

1 cup	white sugar
½ cup	all purpose flour
3 cups	fresh rhubarb, chopped into ½ inch pieces
4 cups	halved fresh strawberries
	Zest of 1 orange
2 tbsp	butter
1 recipe	pastry for a double-crust pie
1 egg	yolk, beaten

1.) Preheat oven to 400°F. In a large bowl, mix flour and sugar. Add strawberries and chopped rhubarb. Toss with sugar and flour and let stand for 30 minutes.

2.) Roll out ½ the pastry recipe and place in bottom of pie tin. Roll out remaining crust and use a cookie cutter to cut into shapes, set aside.

3.) Pour filling into pie crust. Dot top with butter, then decorate using cut-outs.

4.) Use a pastry brush to apply yolk to top of pie. Bake for 35 to 40 minutes, or until bubbly and brown. Cool on a rack for 30 minutes before serving.

PAIR WITH



Upstreet Rhuby Social

80044R, 500 mL, **\$4.14**



GIFTS
for Mom

PEI LIQUOR
— —
ALCOOL Î.-P.-É.

Gift giving made easy!
Pick up a gift card for mom

🌸 MOTHER'S DAY WINE 🌸



1 *Benjamin Bridge
Nova 7*
09028Z, 750 mL, **\$25.20**

2 *Firesteed Riesling*
09561Z, 750 mL, **NOW \$18.19**

3 *Pelee Island
Pinot Noir Reserve*
07181Z, 750 mL, **NOW \$15.18**

4 *J. Lohr Riverstone
Chardonnay*
09626Z, 750 mL, **\$25.20**

5 *Bolla Pinot Grigio delle
Venezie IGT*
09603Z, 750 mL, **\$18.29**

6 *Cono Sur Brut*
15652Z, 750 mL, **\$18.49**



The
Festival
OF WINES
Prince Edward Island

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

May 26 & May 27, 2017

Get your tickets today:
www.peiwinefest.com



How to Navigate a Wine Tasting

The annual PEI Festival of Wines is quickly approaching on May 26-27, 2017. The feature country this year is the United States of America. This is your chance to sample over 200 new wines exclusive to this event. Wine tastings are a great place to enjoy and learn about new wines, but the huge selection and tasting etiquette can be overwhelming even for seasoned pros.

Here are a few helpful tips for getting the most from your experience.

1. Plan ahead: With so many wines on offer, it's a good idea to have a look at the list of wines available and make a game plan ahead of time. Note which products you'd like to try, and in which order. Keep in mind that you'll discover the most flavours and aromas by starting with lighter tasting wines and finishing with more flavorful or aromatic products.

Here are two basic strategies for deciding which products to add to your list:

a. **Varietal Tasting:** if you're new to the world of wine, try tasting wines from different grape varieties. Pinot Grigio and a few Riesling grapes are miles apart and are made into wildly different wines. Once you find a grape you enjoy, dig a little deeper!

b. **Regional Comparison:** Try tasting the same grape variety from different parts of the world. A Sauvignon Blanc from New Zealand will be very different from one from France. The climate, growing techniques, blending and aging process in each country can have a huge effect on the final wine you're tasting.

c. **Horizontal tasting:** This method compares wines that are similar in character but from different wineries. For example, try contrasting all the 2014 Napa Valley Cabernet Sauvignon and see how they differ.

2. Look, Smell and Taste: Take the time to really examine every wine you try. Hold the glass up to the light; what's the color and clarity like? Give the glass a swirl, get your nose in the glass and inhale deeply; what are the aromas? Take a sip and let it sit on your taste buds, swish it around let it linger; what do you taste? What's the mouthfeel like? Finally, after

you swallow or spit, what flavours linger? Keep your festival booklet handy, jot down any impressions beside the product listing and try rating every product you taste on a scale of 1 to 10. All the wines at the festival are available to purchase in the boutique, so keep track of which ones you'd like to stock up on!

3. Pace Yourself: This is the only time spitting in public is socially acceptable, and for good reason. Even the small samples poured at tastings can add up quickly, so while it's ok to swallow, it's also ok to use the buckets provided to dispose of extra wine. Take a sip, enjoy the aromas and flavours, and then use the bucket provided. Rinse your glass with fresh water... and repeat. Make sure you drink lots of water and have a snack or two.

4. Be adventurous and ask questions: While it's tempting to stick with what you already know you love, now is a great time to branch out and try new things. Knowledgeable staff are available at each table to guide you through your tasting, answer questions, offer opinions and make recommendations. Not sure what GSM stands for? Just ask! Not only can the winery representatives at each table answer questions about the wines they're pouring, PEI Liquor staff are available in the wine boutique to help you pick out some great wines to take home!

5. Take a cab home: Always drink responsibly. Plan ahead for a designated driver or keep a phone number for a cab handy.

FESTIVAL OF WINES *FEATURED COUNTRY USA*

The annual PEI Festival of Wines will be held on May 26 and 27, 2017.
Here are a few general list wines from the featured country to get into the spirit of the festival.



1

SAVE
\$2.00*



2

SAVE
\$2.20*



3

1 *Columbia Crest H3
Cabernet Sauvignon*

07669Z, 750 mL, **NOW \$22.20**
Washington, USA

2 *Hess Select
Chardonnay*

09565Z, 750 mL, **NOW \$19.99**
California, USA

3 *Bogle Chenin
Blanc*

09560Z, 750 mL, **\$22.19**
California, USA



Myriad View Distillery

Rollo Bay, PEI

How did Distillery get started?

The Myriad View Distillery began between two friends, Ken Mill and Dr. Berrow, after having a few drinks at neighbor's party. At every party, it was PEI tradition to share shine among friends and they began to wonder why someone wasn't producing shine legally on Prince Edward Island. The distillery will be celebrating 10 years in 2017.

Are there other members of your family involved?

Ken and Dr. Berrow began the journey with their wives Danielle and Angie 10 years ago this summer. In the future, Ken hopes that his family will join the company and continue the tradition for many years.

Can people do tours of the distillery year-round?

Not all year, they do tours of the distillery from May until October 1st.

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

"How did you get shine legalized?" is the common question asked at Myriad View Distillery. The distillery took two years to get their shine legalized to be sold on Prince Edward Island.

What is your favorite product?

Ken says his favourite product would be their shine. He grew up enjoying shine at parties and didn't want the PEI tradition to end. No one does shine like PEI.

Why did you choose this location?

Dr. Berrow bought the property before the distillery was created because he enjoyed the view. Little did he know that there was history of shine on the property. The MacDonald family owned the property for many years and was creating shine in Bear River and had a distillery built in their basement. The distillery at one point exploded during the process of producing shine and cracked one of the main beams in the old house. Dr. Berrow tore down the house a few years ago to create the property that is present today.

You will notice on the property there is only one sign at the gateway. When you enter into the property, there is no signage as to what building the distillery is located in. This is to follow the tradition of how shine was illegally made years ago and was hidden in many locations without signage.

What's your signature product?

Myriad View Distillery is known for their high quality shine. People come to Myriad View Distillery for the shine but then realize that the company also carries other products such as vodka, gin, and rum.

They created a 57% proof rum to showcase in the distillery to also keep the history of rum. Ken told the story of when many years ago ships provided liquor to their working crew. The captain would make sure that the liquor was proof (57%) in case pirates would take gun fire on their ship at sea. If the liquor cabinet shattered with all their liquor, the gun powder would still explode if it was soaked in proof liquor. If the liquor was less than 57% the gun powder would not explode to take over the pirates.

Where can people find your products?

People can find Myriad View Distillery products in all PEI Liquor stores across Prince Edward Island. The product is strictly sold in Prince Edward Island liquor stores. You must visit the distillery to pick up 57% proof rum, brandy, dandelion shine, and pastis.

Strait Shine

\$29.00

03032Z | 750 mL



Strait Gin

\$35.00

01101Z | 750 mL



Strait Chanel Cocktail

1 oz Strait Gin
1 oz Kahlua
1 oz cream

- 1.) Shake with ice in a cocktail shaker.
- 2.) Strain liquid into cocktail glass.
- 3.) Finely grate a touch of Mom's favorite chocolate on top, stand back and watch her smile!

SPRING DRINKS

Get inspired with our spring cocktail recipes
made with fresh spring ingredients.



Spring Cocktails



Spiced Rhubarb & Ginger Punch

For the Rhubarb syrup:

- 1.) In a medium saucepan, combine 2 cup chopped rhubarb, 1 cup sugar and 1 cup water.
- 2.) Simmer on low heat for 3 minutes, then strain through a fine mesh sieve.

Refrigerate until ready to use.

For the punch:

- 2 bottles** non-alcoholic ginger beer
- 8 oz** Sailor Jerry Spiced Rum
- 1 cup** rhubarb simple syrup
- 1 lime** juiced
- Lime wedges & mint to garnish

- 1.) Combine everything (except the garnish) in a large pitcher and mix well.
- 2.) Pour into ice-filled glasses and garnish with a lime wedge and fresh mint.

Makes 6 drinks



Raspberry Peach White Sangria

- 1 ½ cups** peeled fresh peach slices (2 large peaches)
- 1 cup** fresh raspberries
- ¼ cup** fresh orange juice
- 2 oz** Matos Orange Liqueur
- 1 bottle** Inniskillin Estate Series Niagara Pinot Grigio, chilled
- 2-3 tbsp** simple syrup
- Club soda

- 1.) In large pitcher, mix peach slices and raspberries. Stir in orange juice, liqueur, wine and simple syrup. Cover and refrigerate at least 2 hours, or overnight.
- 2.) To serve, divide fruit between glasses, then pour in the wine mixture. Top up with club soda to taste.

Makes 8 drinks



Classic Bloody Mary

- 2 oz** tomato juice
- 1 ½ oz** Tito's Homemade Vodka
- 1 tsp** Worcestershire sauce
- 1 tsp** prepared horseradish
- 3 dashes** hot sauce
- Freshly ground black pepper
- Squeeze of fresh lemon
- Coarse salt for rim and celery, cherry tomatoes and lemon for garnish.

- 1.) In a tall glass, stir together tomato juice, vodka, Worcestershire sauce, horseradish, Worcestershire, hot sauce and lemon.
- 2.) Rim another glass with salt, then fill with ice. Pour Bloody Mary mixture into the second glass. Garnish with celery stalk, cherry tomato, and lemon wedge and serve.

Makes 1 drink

WINES OF THE WORLD

Explore
& Save!



"New Zealand wine is distinctive for its purity, vibrancy and intensity. The long ripening period - a result of cool temperatures - allows flavour development whilst retaining fresh acidity, a balance for which New Zealand wines are renowned."

- New Zealand Wine - Pure Discovery
nzwine.com



1 *Oyster Bay
Sauvignon Blanc*
09495Z, 750 mL, **NOW \$19.19**

2 *Oyster Bay
Pinot Noir*
07437Z, 750 mL, **NOW \$23.20**

3 *Matua
Sauvignon Blanc*
09508Z, 750 mL, **\$18.19**



4 *Whitehaven Pinot Noir*
07474Z, 750 mL, **NOW \$23.20**

5 *Stoneleigh Chardonnay*
09493Z, 750 mL, **NOW \$18.19**

6 *Stoneleigh Riesling*
09533Z, 750 mL, **NOW \$18.19**

7 *Kim Crawford Pinot Gris*
09574Z, 750 mL, **NOW \$20.14**



OUR STAFF
FEATURED PRODUCT ADVISOR

CANADA

ITALY



Debbie Smith

Product Advisor

Store #102, Charlottetown
Accredited Sommelier

What is "The Vines"?

The Vines is PEI Liquor's fine wine program which features a selection of 200 allocated and awarded products from across the globe.

There seems to be a misconception or mystery surrounding the Vines room at the Oaktree Store (Store #102); it is located off to the side, lighting is a bit dimmer and at first glance it has a bit of an upscale feel.

I encourage people to step inside and explore some interesting wine regions and grape varieties which aren't part of the general listing inventory. This is the area where both the novice oenophile and experienced wine connoisseur will discover exclusive and everyday classics in a range of styles and price categories.

Are there some hidden gems that people may not be aware of in the Vines?

One of the most exciting aspects of my position as Product Advisor is helping people discover a new favorite wine or wine region that they haven't experienced before. My suggestions fall into a few different categories: Smart Buys, Interesting Styles, Celebratory and Collector items.

PEI continues to show great support in the New Zealand wine category. The Vines has a few hidden gems in this category. *Drylands Sauvignon Blanc* is a top-rated wine from the Marlborough region at comparable prices to products in our general listings. *Pepperwood Grove Zinfandel* from the USA is another smart buy. A reasonably priced wine that is a solid choice for those beginning to explore the Zinfandel grape.

DEBBIE'S VINES PICKS



SMART BUY

Drylands Sauvignon Blanc
B0071Z, 750mL, **\$21.19**



SMART BUY

SAVE **\$2.01***

Pepperwood Grove Zinfandel
R0062Z, 750mL, **NOW \$15.18**

Does Vines have a variety of allocated and awarded wines that have been widely recognized as top wines?

The Oak Tree location offers the complete Vines portfolio but other stores carry a smaller set of products within Vines sections. Store Managers and Product Advisors at any of the PEI Liquor cooperate locations would be happy to make Vines product available to you.

Product Advisors are a great resource for clients looking to be truly adventurous in their selections or for those who want something different but not too far out of their comfort zone. **Vesevo Falanghina, B0041Z, \$21.89** from Italy is perfect for those Pinot Grigio fans looking for a similar wine that offers a bit more richness and acidity. Another interesting wine is **Quinto S.Joa Batista Selection Touriga Nacional, R0214Z, \$30.96** from Portugal. Touriga Nacional is one of the grapes used in the production of Port but when produced as a single varietal wine creates a full flavored, aromatic and tannic wine. Wine experts often compare these wines to those produced in the Bordeaux region of France. With BBQ season approaching, the *Quinto S.Joa Batista* would be a great alternative to Cabernet Sauvignon this summer.

USA is the featured country at the 2017 Festival of Wines taking place May 26-27th but there are currently a few collector items in the Vines that are available for purchase right now. The *2008 Robert Mondavi Cabernet Sauvignon Napa Valley Reserve* was awarded 93 pts by Wine Spectator indicating this it is an outstanding wine with superior character and style. Other top ranking selections from different areas include: *2007 Bodegas Vega Sicilia Ribera del Duero Unico* (WS 94pts) from Spain's Castilla y Leon region or the **2011 Tenuta San Guido Sassicaia, 08420Z, \$228.29** from Italy which was rated 95 pts by Wine Spectator - a true classic.

93
Wine Spectator



2008 Robert Mondavi Cabernet Sauvignon Reserve Napa Valley

R0184Z, 750mL

\$151.39

94
Wine Spectator



2007 Bodegas Vega Sicilia Ribera del Duero Unico

R0165Z, 750mL

\$353.09

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AND EXOTIC WILD ORANGES



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PEI LIQUOR



ALCOOL Î.-P.-É.

Please drink responsibly.