

celebrate

LATE FALL 2017



PEI LIQUOR



ALCOOL Î.-P.-É.



Question Your Perceptions.

What students post online only tells a fraction of what's really going on. In fact, research has shown that students think their peers drink more than they actually do.

The truth is some university students choose to drink, some don't and most like to keep it social.

Keep It Social is a partnership between the Atlantic Canadian liquor boards and provincial universities. This student-led long-term initiative is designed to address high-risk behaviours while encouraging students to be themselves.

Whether you're a student or not, it's worth checking out keepitsocial.ca for tips and advice on how to make the right decisions when planning a night out.

JUST DO YOU

KEEP IT SOCIAL.ca



WINE / BEER / SPIRIT

SAVINGS

LIMITED TIME OFFERS / OCTOBER 4 - NOVEMBER 14

WHAT'S ON SALE WINE



**SAVE
\$3.00***

**SPY VALLEY
PINOT NOIR**

07695Z, 750 mL, **NOW \$26.99**



**SAVE
\$2.00***

**MALKINA
PINOT GRIGIO**

09576Z, 750mL, **NOW \$15.99**



**SAVE
\$2.00***

**COLUMBIA CREST H3
CABERNET SAUVIGNON**

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



**SAVE
\$2.00***

**UMANI RONCHI VILLA
BIANCHI VERDICCHIO**

09587Z, 750mL, **NOW \$13.39**



**SAVE
\$2.00***

**THREE THIEVES
CHARDONNAY**

09622Z, 750mL, **NOW \$16.19**



**SAVE
\$2.00***

**CASTELLO DI GABBIANO
DARK KNIGHT RED**

07704Z, 750mL, **NOW \$17.99**



**SAVE
\$2.00***

**THE SHOW
CABERNET SAUVIGNON**

07423Z, 750mL, **NOW \$19.19**



**SAVE
\$1.00***

**DR. ZENZEN
NOBLESSE SPÄTLESE**

10301Z, 750mL, **NOW \$15.09**



**SAVE
\$1.00***

**CUPCAKE
RED VELVET**

07586Z, 750mL, **NOW \$16.29**

WHAT'S ON SALE BEER



Buy 2
SAVE \$5.00*

**SLEEMAN CLEAR 2.0
12 PACK BOTTLES**

80545R, **\$25.99**



SAVE \$2.50*

**HEINEKEN
12 PACK BOTTLES**

84007R, **NOW \$25.79**



SAVE \$2.50*

**MILLER LITE
12 PACK BOTTLES**

84036R, **NOW \$23.29**



*Specialty Pack!**

**BUD LIGHT
36 PACK CANS**

01035Y, **\$59.98**



SAVE \$2.00*

**CORONA
18 PACK BOTTLES**

00811Y, **NOW \$39.49**



*Specialty Pack!**

**BUD LIGHT
15 PACK CANS**

00257Y, **\$29.99**



Buy 2 for
\$49.99*

**MOOSE LIGHT
15 PACK CANS**

00238Y, **\$29.99**



SAVE \$1.00*

**GOOSE ISLAND IPA
6 PACK BOTTLES**

84037R, **NOW \$14.58**



*Specialty Pack!**

**MOLSON CANADIAN
15 PACK CANS**

00335Y, **\$29.99**

WHAT'S ON SALE SPIRITS



SAVE \$3.00*

**THE GLENLIVET
FOUNDER'S RESERVE**
05024Z, 750 mL, **NOW \$47.98**



SAVE \$2.50*

**CAPTAIN MORGAN
SPICED RUM**
03070B, 1.14 L, **NOW \$39.49**



SAVE \$2.00*

**CROWN ROYAL
MAPLE**
04004Z, 750 mL, **NOW \$25.98**



SAVE \$2.00*

SMIRNOFF VODKA
02000B, 1.14 L, **NOW \$38.99**



SAVE \$1.50*

DISARONNO ORIGINALE
16710Z, 750 mL, **NOW \$30.29**



SAVE \$1.50*

JIM BEAM APPLE
04977Z, 750 mL, **NOW \$26.99**



SAVE \$4.00*

**MAKER'S MARK KENTUCKY
STRAIGHT BOURBON**
04971Z, 750 mL, **NOW \$43.99**



SAVE \$1.00*

**APPLETON ESTATE
SIGNATURE BLEND**
03850Z, 750 mL, **NOW \$27.49**



SAVE \$1.50*

**ABSOLUT
VODKA**
02940Z, 750 mL, **NOW \$26.48**

DISCOVER YOUR BEER TASTE



CIDER



FEATURED
Beer Style

1



2



3



- 1 Somersby Apple Cider 500 mL, 19566X
- 2 Magners Original Cider 500 mL, 19561X
- 3 Strongbow Cider 500 mL, 19547X

FALL HARVEST *menu*



Rosemary and Thyme Pork Roast

Serves 6.

- 1, 4lb boneless pork loin roast**
- 1 tsp canola oil**
- 6 sprigs fresh thyme, leaves chopped fine**
- 2 sprigs fresh rosemary, leaves chopped fine**
- ½ cup Dijon mustard**
- Salt and pepper**

Preheat oven to 375F.

Heat a large heavy-bottom skillet (with a heat proof handle) over medium-high heat. Season the pork roast all over with salt and pepper, then add canola oil to skillet and sear pork all over until golden brown on all sides. Turn off the heat.

With the fat side of the pork facing up, use a pastry brush to brush the mustard all over the pork, then sprinkle the herbs all over as well.

Transfer pork in skillet to the oven and cook for about 1 hour, or until a thermometer placed in the centre of the roast reads 160F.

Remove from oven and let rest, covered with foil, for at least 15 minutes before carving.

Perfect Wine Pairings



CASTELLO D'ALBOLA OSO
07665Z, \$18.99



FINCA ANTIGUA SYRAH
07632Z, \$17.19



Crunchy Beet & Walnut Salad

Serves 6.

- 6 cups arugula or spinach
- Juice and zest of 1/2 orange
- 1/4 cup olive oil
- Salt and pepper to taste
- 2 large raw beets, peeled and sliced thinly
- 1 cup walnut halves
- 1/2 cup feta or soft goat cheese

In a large serving bowl, make the dressing by whisking together orange juice and zest and olive oil. Season the dressing to your taste with salt and pepper.

Add the greens and toss well to coat with the dressing. Top with beets, walnuts and crumbled cheese.

Perfect Wine Pairings



MONT'ALBANO MERLOT

09028Z, \$16.50



SPY VALLEY PINOT NOIR

81651X, NOW \$26.99



Roasted Garlic & Root Vegetable Mash

Serves 6.

- 1 small turnip, peeled and cut into 1 inch pieces**
- 2 parsnips, peeled and cut into 1 inch pieces**
- 2 large potatoes, peeled and cut into 1 inch pieces**
- 1 bulb's worth or ¼ cup roasted garlic**
- ¼ cup brown sugar**
- ½ cup butter**

Place turnip, parsnip and potato in a large pot and cover with cold water. Add a handful of salt, then bring to a boil on high heat. Reduce to a simmer and cook for about 30 minutes, or until vegetables are fork-tender.

Carefully drain the vegetables and return to the cooking pot. Add the roasted garlic, butter and brown sugar, then mash well with a potato masher. Season to taste with salt and pepper .

Perfect Wine Pairings



**BABICH MARLBOROUGH
SAUVIGNON BLANC**

09613Z, \$24.49



**ARA SINGLE ESTATE
SAUVIGNON BLANC**

09638Z, \$21.29



Roasted Cauliflower with Lemon & Parsley

- 1 large (2 lb) cauliflower, cut into 2-inch florets
- 1 Tbsp olive oil
- 1 clove garlic, minced
- 1 tsp salt
- ½ tsp pepper
- Handful fresh parley, chopped
- Juice and zest of 1 lemon

Pre-heat oven to 375F. In a large bowl, toss together cauliflower, oil, garlic, salt and pepper. Spread evenly on a parchment-lined baking sheet and roast for 30-40 minutes, until golden brown and tender.

Remove from oven and carefully transfer to a serving bowl. Add parsley and lemon juice and zest. Toss to combine.

Pair with



G7 CHARDONNAY RESERVA
09607Z, 750 mL, \$16.99



ALAMOS CHARDONNAY
09583Z, 750 mL, \$17.99



Spiced Apple & Pear Chutney

- 2 large tart apples, cored and cut into 1 inch pieces
- 2 large ripe pears, cored and cut into 1 inch pieces
- 1 cup brown sugar
- ½ cup apple cider vinegar
- 1 tsp ground cinnamon
- ¼ tsp ground cloves
- 1 tsp mustard seeds
- 1 tsp ground ginger
- 2 cups water
- Salt and pepper to taste

Combine everything in a medium heavy-bottom saucepan. Bring to a simmer on medium heat, then reduce heat to medium-low and cook, stirring occasionally, for about 1 hour, or until it reaches jam-consistency.

Pair with



ISLAND HONEY WINE WILDFLOWER HONEY MEAD
15757A, 500 mL, \$19.95



DRY SACK SHERRY
06760Z, 750 mL, \$17.99



Root and Stem

- 1 oz Deep Roots Maple Liqueur**
- 1 oz Deep Roots Spiced Apple Liqueur**
- 3 oz Non-Alcoholic apple cider**
- Cinnamon sticks for garnish**

1.) Combine everything in a short glass or mug, stir well and garnish with a cinnamon stick.

Makes 1 drink.



**DEEP ROOTS
MAPLE LIQUEUR**

16010A, 350 mL, **\$19.98**



Frosted Maple Martini

- 1 oz Rossignol Maple Wine**
- ½ oz Galliano**
- ½ oz Disaronno Originale**
- 1 oz cream**
- Cinnamon sugar for garnish**

1.) Combine everything except cinnamon sugar in an ice-filled cocktail shaker.

2.) Moisten then rim of a martini glass with a lemon wedge, then dip in cinnamon sugar. Strain the cocktail into the prepared glass.

Makes 1 drink.



ROSSIGNOL MAPLE WINE

19540A, 375 mL, **\$19.98**



North Star

- 1 oz Sortilege**
- 1 oz Sailor Jerry Spiced Rum**
- 2 oz Cranberry Juice**
- Fresh or frozen cranberries to garnish**

1.) Add liqueurs and cranberry juice to a short glass filled with ice.

2.) Garnish with cranberries and enjoy!

Makes 1 drink.



SORTILÈGE

16009Z, 750 mL, **\$30.99**



Marvellous MEAD

Honey Mead is believed to be the world's oldest alcoholic drink, and one that's generally associated with eras past. But this honey drink is tiptoeing out from the shadows and experiencing a bit of a renaissance as a truly remarkable and versatile drink. With three "meaderies" now operating on PEI, it's a great time to try this exceptional treat!

What is mead?

Mead is made by fermenting honey with water to create an alcoholic drink. Like beer, though, mead is sometimes flavored with fruits, spices, grains or hops, resulting in a wide variety of flavours and aromas in the finished product. While often grouped in with wine, Mead is its own beverage with an enormous range of potential flavor, sweetness, and alcohol profiles. Mead is generally higher in alcohol than beer and a bit lower than wine - usually between 8 and 20% ABV.

Pick a mead that suits your tastes

Mead is produced in a variety of flavours and sweetness levels, from bone-dry to lusciously sweet. Every wine and mead on the shelves of PEI Liquor Stores has

a "sweetness code" indicated on the shelf label and online. This code helps identify the level of sweetness you can expect from your selection and can help with food pairings, too. The sweetness code is based on the amount of residual sugar left in the wine or mead after the fermenting process is complete. The code for a selection containing 0-5 grams of sugar per litre will be 0, the code for 6-15 g/L is 1, and so on. So you can expect wines with a low sugar code to be drier and a little tart, and wines with a higher code to be sweeter and more syrupy the higher the number.

In addition to sweetness, meads vary in flavours and aromas as well. Many producers add in aromatics such as herbs, spices or fruits for added complexity. These all add character to the final flavour and experience.



Honeydew Apiaries

6718 Canoe Cove Road, Canoe Cove, PE
902-675-3690 | peihoneywine@gmail.com

Owners Daniel and Beatrice Ficza have been producing their mead commercially for since 2008. This past year has seen the couple expand with four new flavours and some sharp new packaging. They now produce five varieties of mead; a traditional dry, a semi- sweetened version with a stronger honey taste, an oak-aged mead with a smoky finish, as well a beet mead and an award-winning rhubarb variety.

TRY: Honeydew Starling Traditional Dry Mead with cheese boards or with our recipe for Roast Turkey with Apple and Sage Stuffing.



Island Honey Wine Company

820 Millboro Road, Wheatley River, PE
902-621-0085 | www.islandhoneywine.ca

Relative newcomers to the PEI mead scene, "Agropreneurs" Charles and Laura Lipnicki are the owners of "La Serena" a working farm in central PEI. Island Honey Wine Company is also home to certified organic fruit orchards, lavender field, and a honeybee sanctuary. They offer 3 varieties of lightly sweet and aromatic mead; a traditional wildflower honey, as well as a lavender and a haskap-flavoured selection.

TRY: Island Honey Wine Wildflower Mead paired with baked brie, blue cheese, nuts or with our recipe for Pear, Gorgonzola & Walnut Flatbread



Rossignol Estate Winery

11147 Shore Road, Little Sands, PE
902-962-4193 | www.rossignolwinery.com

Owner of PEI's first commercial winery, John Rossignol has been making wine and mead since 1994. John makes a variety of fruit and grape vines on his beautiful property in Little Sands, PEI and a blackberry mead made from John's own blackberries and honey from a nearby farm.

TRY: Rossignol Blackberry Mead poured over ice cream, with sharp cheeses, with chocolate desserts, or with our recipe for Spiced Apple Crumble.



Charcuterie (pronounced "shar-KYOO-ter-ee") is the culinary art of preparing meat products to maximize stability and prevent spoilage. Above all else, though, charcuterie is about preparing and enjoying great food. So open a bottle of wine, break into some fresh bread, and let's dig in!



Charcuterie 101

Originally, the word charcuterie was used to refer only to products made from pork. But today, the word charcuterie is used to describe any product prepared using these traditional methods, even ones made from poultry, fish, seafood or other meats. Like many traditional foods that are making a comeback, charcuterie is a culinary art developed from necessity; it's how meats were preserved long before the days of refrigeration, now being revived by the traditional food movement along with pickles and fire-roasting. Charcuterie has always been shaped by regional variety as well, which contributes to its long- inventory of different preparations. There are a few staples, though, that have famous variations in the cuisine of various regions.

Here on Prince Edward Island, where the popularity of local and sustainable foods is ever growing, there are now several "Charcutiers" working hard to share their awesome products with some very happy customers. One such operator is Chef Jordan Liantzakis, owner of PEI Charcuterie in Crapaud. The success of his business is certainly testament to Islander's interest in ethically-raised, local meat and thoughtfully prepared foods. Chef Jordan prepares a variety of duck, goose and pork specialties that are in high demand across the Island. His quickly-growing business now sells to several restaurants, the Kent St. Market, plus he's now catering to weddings and special events with his delicious products. He adheres to the principle of "happy animals means happy customers", raising heritage breeds respectfully

and even foraging for some of the ingredients in his products. Chef Jordan is one among many farmers, chefs and producers changing the food landscape on PEI.

Some other local Charcutiers include:

- Lloyd Specialty Meats, Stratford
- KJL Select Meats, Charlottetown
- Island Taylored Meats, Montague
- Butcher and Butcher, Charlottetown
- Steerman's Quality Meats, Millview

TYPES OF CHARCUTERIE



Pâté and Mousse

Pâté is a fine savoury meat mixture that usually contains liver. And, while you'll find liver in both pâté and mousse, the percentage is typically much higher in mousses, which gives them their very creamy consistency. Often these mixtures are blended with liqueurs, herbs and spices, resulting in a super-rich, creamy and flavourful spread. Fortified wines and some spirits are a lovely match for pates, so look for Ice Wine, Port, Sherry, Brandy or Cognac.

TRY: *Chicken Liver Pâté with Rossignol Iced Liberty Blossom or Inniskillin Riesling.*



LOCAL

**ROSSIGNOL
ICED LIBERTY
BLOSSOM**
12203Z, 750 mL
\$18.99



**INNISKILLIN
RIESLING**
R0255S, 200 mL
\$45.49



Confit and Rillettes

This branch of Charcuterie starts as meat that's been heavily salted and then cooked in its own fat. While confit is presented whole, rillettes call for finely shredding or chopping the cooked meat and then folding it back into that fat. Pork, duck and rabbit are traditionally used in this dish, along with some herbs or spices. A really good rillettes is spreadable and very rich; great on fresh baguette. Look for off-dry, fruity and earthy wines that have good acidity. Pinot Noir is often a great match, as is a fruity Merlot.

TRY: Try duck confit with *Matos Wild Berry Gamay* or *Quail's Gate Pinot Noir*.



LOCAL

**MATOS WILD
BERRY GAMAY**
15753Z, 750 mL
\$18.99



**QUAIL'S GATE
PINOT NOIR**
R0270Z, 750 mL
\$30.09

TYPES OF CHARCUTERIE



Salami and Saucisson

This category of charcuterie involves dry-curing with air and salt. Chopped or ground meats are mixed with fats and seasonings, then hung and aged so that natural, healthy molds develop on the casings that prevent bad bacteria from contaminating the meat. Garlic, fennel, pepper, chilis, herbs and wine are all common seasonings, resulting in a mouthwatering array of final products. When pairing with salamis, look for lighter red wines that are dry, fruity and not too tannic.

TRY: Local *PEI Charcuterie Wild Italian Fennel Salami* with *Matos Rose* or *Antario Barbera d'Asti Superiore*.



LOCAL

MATOS ROSÉ
12204Z, 750 mL
\$16.99



Ham and Bacon

Country Hams, Jamón Serrano, Prosciutto di Parma, Speck and Westphalian Ham all have the same humble beginnings, and are loosely called "ham", but yield different results based on additional ingredients and curing methods. They all start with a pork leg, often from pigs fed a special diet, then salt and perhaps some aromatic spices are added. A quick smoke (or sometimes not) and then they're then left to dry-cure for anywhere from 6 to 24 months, resulting in a ham that is pure concentrated salty, porky goodness. These mild, salty hams are great with lighter, fruity red wines like Rosé, Beaujolais, or off-dry sparkling wines like Prosecco.

TRY: Local *PEI Charcuterie's 18 day dry-aged Jambon Royale* with *Rossignol Cranberry Delight* or *Georges Duboeuf Beaujolais Villages*.



LOCAL

**ROSSIGNOL
CRANBERRY
DELIGHT**
12203Z, 750 mL
\$18.99



**GEORGES
DUBOEUF
BEAUJOLAIS
VILLAGES**
08020Z, 750 mL
\$18.99



THE PERFECT GIFT

Pick up a PEI Liquor Gift Card for the Thanksgiving Host.



NEW ARRIVALS

NEW ARRIVALS

1



2



LOCAL

3



LOCAL

4



ORGANIC

5



ORGANIC

6



ORGANIC

1 MÉNAGE À TROIS GOLD CHARDONNAY

09644Z, 750 mL, **\$22.10**

4 MONT'ALBANO PINOT GRIGIO

09647Z, 750 mL, **\$17.99**

2 ISLAND HONEY WINE HASKAP MEAD

15755A, 500 mL, **\$24.95**

5 MONT'ALBANO MERLOT

07710Z, 750 mL, **\$16.50**

3 ISLAND HONEY WINE WILDFLOWER HONEY MEAD

15757A, 500 mL, **\$19.95**

6 CASAL DI SERRA VERDICCHIO

B0143Z, 750 mL, **\$19.99**

NEW ARRIVALS



**1 MURPHY'S
IRISH STOUT**
83013X, 440 mL, **\$3.99**

4 COURVOISIER VSOP
00986Y, 750 mL, **\$66.99**

**2 UPSTREET RED
STONE STOCK ALE**
01076Y, 500 mL, **\$4.29**

**5 NEWFOUNDLAND
SCREECH SPICED RUM**
03023Z, 750 mL, **\$28.29**

**3 GARRISON JUICY!
DOUBLE IPA**
01070Y, 473 mL, **\$4.79**

the perfect picks for
HALLOWEEN



HALLOWEEN PICKS



1



2



3



4



5



6

1 RAVEN WICKED WHITE
09032Z, 750 mL, **\$16.19**

2 APOTHIC DARK
07664Z, 750 mL, **\$20.99**

3 DR. ZENZEN HAPPY HALLOWEEN
00819Y, 750 mL, **\$17.14**

4 MOSELLAND BLACK CAT RIESLING
00526Y, 750 mL, **\$14.20**

5 GABBIANO DARK KNIGHT RED BLEND
07704Z, 750 mL, **NOW \$17.99**

6 CASILLERO DEL DIABLO DEVIL'S COLLECTION RED
07612Z, 750 mL, **\$18.99**

HALLOWEEN PICKS



LOCAL



LOCAL



COMING SOON!



1 GAHAN PUMPKIN ALE
01075Y, 473 mL, **\$4.29**

2 UPSTREET GRAVEDIGGER PUMPKIN ALE
00958Y, 500 mL, **\$4.29**

3 ANGRY ORCHARD HARD APPLE CIDER
19569X, 473 mL, **\$4.09**

4 BAILEYS PUMPKIN SPICE
01063Y, 750 mL, **\$31.99**

5 JIM BEAM DEVIL'S CUT
04974Z, 750 mL, **\$29.99**

6 JÄGERMEISTER
16800Z, 750 mL, **\$31.09**

HALLOWEEN COCKTAIL RECIPES



Vampire's Kiss

**1 oz Melon liqueur 1 oz
1 ½ oz Malibu Coconut Rum
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.



MALIBU COCONUT RUM
16470Z, 750 mL, **\$27.49**



Black Lagoon Sangria

**750mL Apothic Dark
750mL Matos Wild Berry Gamay
2 cups Frozen Blackberries
1 cup Frozen blueberries
4 Black plums, sliced
2 cans San Pellegrino Blood
Orange Soda**

- 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.



LOCAL

MATOS WILD BERRY GAMAY
15753Z, 750 mL, **\$18.99**



Sparkling Green Goblin

**3 oz Barefoot Bubbly Pinot Grigio
2 oz Spiced apple cocktail mixer
Drop of green food colouring**

1. Rim the edge of a champagne
flute with green sugar crystals.
2. Pour well-chilled Barefoot Bubbly
Pinot Grigio, and spiced apple
cocktail mixer into the flute and stir.
3. Garnish with a skewered green
grape and a drop of green food
coloring.

Makes 1 drink.



**BAREFOOT BUBBLY
PINOT GRIGIO**
15495Z, 750 mL, **\$17.99**

18TH

**NOVEMBER
7pm - 10pm**

CONFEDERATION
CENTRE OF
THE ARTS



**Experience
over 100 New,
High-End Spirits
exclusively at
this event.**



PEI SPIRITS FESTIVAL

PRESENTED BY JOHNNIE WALKER

Advance Tickets: \$78.00 plus tax and service charge.

Valid until Friday, November 17th, 2017 at 11:59pm.

 /PEISpiritsFestival

 @PEISpirits

 www.peispiritsfest.com

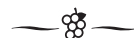
A FINE TASTING EXPERIENCE



NOV 18, 2017

SPIRITS

PEI LIQUOR



ALCOOL Î.-P.-É.

Please drink responsibly.

This is a 19+ Event.

PEI SPIRITS FESTIVAL *sneak peek*

The PEI Spirits Festival will offer you the opportunity to taste from a selection of more than 100 of the world's finest spirits. Here is a sneak peek of a few of the spirits that will be featured at the Festival on November 26th.

FOR MORE INFO VISIT:
www.peispiritsfest.com



**ABERFELDY
16 YEAR OLD ***
03212W, 750mL **\$99.99**



**GLYNNEVAN DOUBLE
BARRELLED CANADIAN
RYE WHISKY***
03508W, 750mL **\$63.49**



**CRAIGELLACHIE
13 YEAR OLD***
03458W, 750mL **\$79.99**



PEI SPIRITS FESTIVAL FAQ's

FEATURED PRODUCT ADVISOR **TRENT DEROCHE**

When & Where is the PEI Spirits Festival held?

The 2nd Annual PEI Spirit Festival will be held this year on Saturday, November 18th, 2017 at the Confederation Centre of the Arts.

How much is a ticket to the festival?

Advanced tickets are on sale now and the price is \$78.00 plus tax and service charges up until Friday, November 17 at 11:59pm. The day of show pricing will be \$85.00 + Taxes & Service Charges.

How many new and exciting spirits can we expect to see?

We have a huge variety at this year's PEI Spirit Festival. There will be over 150 new and exciting spirits from all around the world!

Will there be an on-site boutique to purchase our favorites?

Yes, there will be an on-site boutique. The on-site boutique will be open on Saturday, November 18th from 3:00pm - 10:30pm at the Confederation Centre of the Arts. PEI Spirits Festival Tickets are not required to shop.

Tell us about the on-site festival boutique offers?

We have some great festival savings at this year's PEI Spirit Festival. Buy any product valued at \$75 (or greater) and receive a \$10 PEI Liquor Gift Card for use at any of the 17 corporate retail outlets. Buy any 2, 700mL (or greater) products and receive a Free 375mL bottle of Johnnie Walker Red Label. *Limit one per customer.

What advice do you have for someone attending for the first time?

Some say the most pleasure in tasting whisky is actually in the smelling of it. I suggest holding the glass about an inch from your nose and concentrating on the smells to try to pick out individual aromas or “notes”, pausing occasionally to give your nose a rest. Sip a small amount (enough to cover the surface of your tongue). Hold the Whisky in your mouth for at least 10 seconds. If you are new at this it will burn for a few seconds. After the burn abates, you should begin to taste the sweetness of the whisky and as you swirl on your tongue you can start to pick out individual flavours. After holding in your mouth for 10 seconds, the whisky should go down smooth without burning. At this point open your mouth, breathe slowly and notice the flavours that remain in your mouth. The finish can last any- where from a few seconds to several hours.



What types of products will be at the festival?

There will be rums from the Caribbean and Canada as well as Central and South America. From the United States there will be American Whiskys and Bourbons. There are Vodkas from Europe and the new world. You'll find a unique and rare collection of Canadian Whiskeys as well as Cognac from France and Gin from the U.K. We are very lucky to have some rare and highly allocated offerings from Ireland with names like Middleton and Red Breast. The festival will also be showcasing a very impressive collection of over 60 single malts from Scotland.



Do Scotch Whisky age statements matter?

The age statement was initially put into place to convey quality. Any age expression on a bottle must reflect the youngest whisky in the bottle. The “no age statement” has become more common in the last few years as distillers have responded to the depletion of aged stocks caused by improved sales.



Some people argue that an age statement offers value while others might argue that “age only” is too rigid and is not a fair or consistent indicator of deliciousness. Take for instance current single malts we have in our PEI Liquor stores, such as Macallan and Oban who have removed the age statement without affecting quality or flavour.



Most of us who enjoy whiskys will eventually contemplate the merits of the “age statement”. I strongly suggest the place to start your evaluation is at the PEI Spirits Festival!

Don't miss out on these
**EXCLUSIVE
BOUTIQUE
OFFERS**

\$10 Gift Card

For every bottle you purchase valued greater than \$75 in the PEI Spirits Festival boutique, you will receive a \$10 gift card redeemable at PEI Liquor corporate locations! *

**BUY 2 GET 1
FREE**

Buy any 2 - 700mL (or greater) bottles and receive one free 375mL bottle of Johnnie Walker Red Label Whisky.*
Limit one per customer.



*Valid Saturday, November 18, 2017 at the PEI Spirits Festival Boutique. While quantities last. Must be 19 years of age or older.

BLACK FRIDAY
SALE

NOVEMBER 23, 24, & 25
PEI LIQUOR IN-STORE EXCLUSIVE

**COMING
SOON!**

liquorpei.com



THE VINES

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

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, 509 Main Street - 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

TASTING STATION

* Taste these wines from The Vines at the Stratford Taste Station until November 14, 2017. See details on page 36.



PIAN DELLE VIGNE BRUNELLO DI MONTALCINO *

R0164Z, 750mL **\$68.89**

Tuscany, Italy



A deep and brilliant ruby red in color and complex and intense aromas: floral notes accompanied by fragrant sensations of wild cherries, raspberries, and citrus fruit. Followed by chocolate, toasted tobacco leaves, licorice and on the finish, a perceptible presence of plums, mint, and eucalyptus. Balanced and ample on the palate with full and intense flavors and texture, the wine is elegant and noble in the tactile sensations of its tannins and very mineral as well. A Brunello which promises significant expressive possibilities as it ages and develops over time.

***2009 Vintage. Awarded 89 points by Wine Spectator.**



WYNNS COONAWARRA ESTATE BLACK LABEL CABERNET SAUVIGNON *

R0272Z, 750mL **\$30.25**

Coonawarra, Australia



This Australian Cab displays an array of blackberry, dark cherry and black olive, as well as notes of licorice, violets and tobacco, on the nose. On the palate, it is filled with blackberry and black olive. Classic supple, powdery tannins and balanced acidity, frame the dense core of fruit creating a beautifully balanced wine. Refined French oak supports the pristine fruit ensuring the wine finishes with poise, balance and seamless length.

***2013 Vintage. Awarded 90 points by Wine Spectator.**



GREY GLACIER CARMÉNÈRE*

R0267Z, 750mL **\$25.20**

Maipo Valley, Chile



Carménère has distinguished itself as the signature black grape of Chile. From the Maipo Valley, this single vineyard selection is deep in colour, and is very expressive on both the nose and palate. With aromas of blackberries, blueberries, tobacco, and chocolate; this wine is nicely balanced. On the palate there is rich structure and round soft tannins. This wine would pair beautifully with a hearty beef stew.



**FINCA ANTIGUA
CRIANZA***

R0212Z, 750mL **\$19.99**

LaMancha, Spain



This ruby red Crianza's aging shines through with aromas of stewed fruits, licorice, leather and tobacco. Its toasty character and nuances of spice such as nutmeg and cloves are integrated beautifully with the acidity and tannins. On the palate it's well rounded with a smooth finish. This wine will "sing" with medium aged cheeses.

***2011 Vintage. Awarded 88 points by Wine Spectator.**



**MISSION HILL
LEGACY PERPETUA***

B0135Z, 750mL **\$50.49**

Okanagan Valley, British Columbia



From Osoyoos vineyards within the Okanagan Valley, Perpetua is a combination of richness, creamy texture and finely woven bright acidity anchored by pear, lemon curd and baking spice flavours. Perpetua shows an alluring purity and seamless integration of all the elements, with good length and intensity.



**PIERRE ANDRE
CHABLIS***

B0124Z, 750mL **\$32.99**

Chablis, France



Pale golden colour, classic bouquet of Chablis with flint, minerality, and subtle floral notes. Medium intensity with a high acidity. Strong minerality backbone with a hint of lemon. It has a medium length, and displays zesty elegance. This wine would be perfect with PEI Oysters.



**ROBERT MONDAVI
FUMÉ BLANC***

B0099Z, 750mL **\$26.98**

Napa Valley, California



This Fumé Blanc has a beautiful perfumed nose with white florals and ripe melon. The palate shows ripe pear, melon, slight minerality, floral notes, and a hint of citrus.

Mouth-watering with bright acidity and a long citrus finish - totally delightful! Heavenly with lobster in a cream sauce.



**BARTENURA
MOSCATO***

B0092Z, 750mL **\$24.40**

Piemonte, Italy



In its eye-catching blue bottle, this crisp and refreshing wine is slightly effervescent or 'frizzante' with notes of wildflowers, ripe melons and honey followed by flavors of pear, nectarines and apricot. Bartenura Moscato is perfect on its own, as an aperitif, or enjoyed with spicy entrees.



**TASTE
STATION**

Our Stratford and Montague stores feature a climate controlled wine tasting station that provides customers with the opportunity to taste from a selection of 8 fabulous wines that are changed every 4-6 weeks. Come discover the world of wines at the Stratford and Montague - PEI Liquor Taste Stations.

Sign up to receive the Taste Station Newsletter!
<http://ow.ly/pybk3ofotTG>

celebrate

www.liquorpei.com

 facebook.com/liquorpei

 instagram.com/peiliquor

 twitter.com/peiliquor

PEI LIQUOR



ALCOOL Î.-P.-É.

Please drink responsibly.