

# Cellar News

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## Harvest 2010

If you are a lucky owner of the 2010 Red Wines, expect to be contacted very soon by one of us at MWC. The reds are nearly ready to come out of the barrel and into your bottles.

The results are amazing from the 2010 harvest and we can't wait to share the bounty with you!

*Did you know...*

*The thinner a wine glass and the finer the rim, the better. It helps to contain the aroma of the wine.*

## Grape Harvest 2011

Each year we select the freshest and finest grapes from regions such as the Okanagan, Washington and California in order to produce our Harvest Wines. Many varietals are crushed, destemmed, fermented and aged right here at My Wine Cellar.

This year, we are proud to bring you the following wines produced from fresh grape skins:

### WHITES

Viognier  
Chardonnay (oaked and unoaked)  
Gewurztraminer  
Pinot Gris  
Sauvignon Blanc  
Riesling

### REDS

Cabernet Sauvignon  
Meritage  
Merlot  
Proprietors Reserve  
Shiraz  
Zinfandel

All harvest wines are subject to availability.

## Membership? It does have its' privileges!



We are thrilled to announce that My Wine Cellar was selected as the first member in British Columbia to be a part of the RJS Craft Winemaking Academy! RJS selects retailers who have been recognized as delivering consistently high standards of quality and service in the craft winemaking industry.

In August 2011, representatives from the top 100 Wine Making shops from across Canada gathered for the first annual RJS Craft Winemaking Academy Conference and Education meeting. There, we were introduced to new products from RJS that will be only be available to Academy members! Can't wait to introduce our customers to the *Glad Hatter* this fall!

Todd, Sommer & Maelle made their way to the Okanagan and came back with a truck full of wine and hearts full of inspiration and ideas to make your wine-making experience even more enjoyable. Keep your eyes peeled for exciting things happening at our store!

## It's a Girl!



Proudly, we announce the birth of our newest My Wine Cellar member - Maelle!

Todd and Sommer are overjoyed with the birth of their baby girl who was born on March 13, 2011. Maelle has already been on tours to wineries in both Oregon and the Okanagan and has quite the discerning taste!



## Barrel Projects

Every month we select a wine or two to barrel-age for 4 months in oak barrels, which is a very popular option for our customers. The next barrel project will be an Italian **Amarone**.

## Christmas Cheer

It's that time of year again! Time to think about the upcoming holidays and which delicious wines you will choose to serve to your family and friends.

In order to have your wines ready for the Christmas festivities, please make sure you order before the following dates:

4 week Wines - November 17  
6 week Wines - October 28

Happy Holidays!



## Lounge Takes Off

Our new wine cocktails were a huge hit this summer season, and as a result they are now available year round.

Choose from Mojito, Cosmopolitan & Pina Colada. Delicious!

# And The Winner Is...

International Victory!



In April 2011 WineMaker Magazine held its annual WineMaker International Amateur Wine Competition in Manchester, Vermont. A total of 4,235 different wines were judged at in the largest wine competition of its kind. Entries arrived from craft winemakers from all over the world, including Spain, Norway, and Israel.

My Wine Cellar is proud to have received three more medals at the competition!

Todd was awarded:

**Gold Medal** for Chardonnay,  
**Bronze** for White Meritage,  
**Bronze** for Shiraz/Syrah.

## September Steals

This fall, purchase any two regular priced wines and receive \$50 off an 11.5 litre batch of *Premium Seasonal Port* or *Ice-Wine*.

**\$50 off!**

Perfect for stocking up for those chilly winter nights and makes a great gift!

Orange Chocolate Port  
Coffee Port  
Apple Tatin White Port  
White Chocolate White Port  
Riesling IceWine  
Cabernet Franc IceWine

Hurry in, offer ends Sept 30/11

Reader's Choice!

We are proud to announce that My Wine Cellar has been picked - by you, our loyal customers - once again as the



2011 North Shore Reader's Choice winner for the 9th consecutive year! Thanks for your support, and of course, your vote!

*Did you know...*

*If you plan on adding craft wines to your cellar for aging, it's a good idea to consider switching to synthetic corks to avoid "cork taint".*

## Grand Cru to Stay

Want a great quality wine made with grape skins in less time? *Grand Cru International* wines are 5 week wine kits with added grape skins. The skins enhance the flavour profile and bouquet of your wine.

We have been trying them out for the past year and are so impressed with the outcomes that *Grand Cru International* has found a permanent home on our wine list. If you have been looking for a change from a four week kit, this has been a highly successful choice for many winemakers.