

August

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RAISE A GLASS

WHEN THE OCCASION CALLS FOR SOMETHING SPECIAL

The Words
of Wine

Apple Glazed
Grilled Lamb Chops

Thank You
for Caring

Join Us at the
Tasting Bar

August
Specials



noble grapes

FROM OUR PREMIUM VQA COLLECTION

Magnotta 2005 Cabernet Franc
Limited Edition VQA

Magnotta 2005 Cabernet
Sauvignon Limited Edition VQA

Thought to be very closely related, these two red grapes share many similarities yet exhibit significant differences. Both, however, produce superb wines. Join us this month in an exploration of these two noble grapes and their excellent wines. Wine terminology and grape names are this month's theme. Come and share the experience with us. You'll be glad you did.

MAGNOTTA IS PROUD TO OFFER ONE OF
CANADA'S MOST EXTENSIVE VQA PORTFOLIOS

MAGNOTTA

The Award Winning Winery



The Words of Wine

Discover the style and character of wines through words.

BY CESAR VALENTE, FINE WINE SPECIALIST—MAGNOTTA WINERY

By investigating the terminology more closely, a wealth of information about each of the wines produced becomes available.

The wines of the world are many in number, style and character. The words we use to describe and identify them are even more numerous and, occasionally, slightly confusing. We all have favourite wines, yet sometimes overlook the fact that words are extremely important when it comes to our quest for them.

Let's consider two fundamentals of wine vocabulary: varietal and region. Traditionally, European wines have been labeled and sold by 'region' rather than by 'varietal'. Many words and terms taken for granted by consumers often contain important clues as to how a wine will taste. Consider these: *Bordeaux*, *Burgundy*, *Beaujolais*, *Chianti*, *Barolo*, *Barbaresco*, *Rioja*, *Bairrada*, *Mosel*, etc. Not only are these regions in Europe, they're also styles of wine produced in a certain way with specific varieties of grapes. By investigating the terminology more closely, a wealth of information about each of the wines produced in these regions and others becomes available.

In New World regions, wines are typically produced and labeled as varietals; meaning from a single grape variety. We're all familiar with the names: *Chardonnay*, *Merlot*, *Cabernet Sauvignon*, *Pinot Noir*, *Riesling*, *Pinot Gris* or *Shiraz*. The list goes on. So *Chardonnay* is not only the name of the wine, it's actually the name of the grape. To further complicate matters, wines often carry place names denoting their geographic origin. This, in turn, tells you more about the character of the wine. A Niagara Peninsula *Chardonnay* will often taste very different from a Barossa Valley *Chardonnay* grown on the other side of the world as different climate and soil conditions prevail. Did you know that *Syrah* is the same grape as *Shiraz*? Or that *Beaujolais* is a region where virtually the only red grape grown is *Gamay Noir* which means that red *Beaujolais* wines are, in fact, *Gamay Noir*—from a varietal standpoint?

Drop in and ask us. We'll help you decipher wine terminology more readily so you can keep adding to your list of wine favourites. With over 180 different VQA and International Series wines to choose from, the words may be many but the pleasure of wine discovery awaits. We're here to help you learn the difference between a *Cabernet Sauvignon* and a *Cabernet Franc*. **Cheers!**

Cesar Valente is a premium wine industry expert with over 20 years experience in both VQA and International wines.



[SERVE WITH]

2007 Shiraz L.E. VQA

Apple Glazed Grilled Lamb Chops

8 loin lamb chops, 1-inch thick

1/2 cup apple jelly

1/4 cup lemon juice concentrate

1/4 cup steak sauce

salt and pepper to taste



Thank You

Not only do our customers love our wine, they're full of heart too. And I know this first hand. By now, many of you know how personal Lyme disease is to me, how it's touched my family and why **Magnotta** is so passionately committed to building awareness of this disease in Canada. Each year in May, during Lyme Disease Awareness Month, we conduct a number of fundraising activities with proceeds going to **CanLyme**. But this year, I wasn't sure what to expect.



A wonderful night of music and wine in our underground cellar.

With everyone understandably watching their dollars in a slow and uncertain economy, 2009 was going to be a tough year for any organization trying to raise money for a worthy cause. So naturally, we were bracing for a noticeable decline in donations and sponsorship support.

We were wrong. Our customers and supporters came out again to match and even slightly exceed the dollars we raised last



year. I'm very pleased to say that we were able to present a cheque to CanLyme for \$42,000. The amount represents funds raised from our 4th Annual True North Classic Golf Tournament, our wonderful Underground Cellar Experience event at Vaughan and our "Give a Toonie for Lyme" campaign at all our stores.

Meanwhile, our newly launched Lyme Awareness Bracelet made of Swarovski pearls and crystals and our 2007 Cabernet Sauvignon Special Reserve VQA, which are available all year round, continue to generate donations to CanLyme through your generous support.



- 1 Preheat grill. Combine apple jelly, lemon juice concentrate and steak sauce; mix well.
- 2 Season lamb chops with salt and pepper. Place lamb chops on hot grill and sear for 1 minute on each side.
- 3 Continue grilling for about 6 to 8 minutes per side brushing liberally with sauce until done. Let chops rest for 5 minutes before serving.

Recipe by Derrick Riches

for Caring

I can't tell you enough how this goodwill from everyone has been truly touching for me. And what can I say about the ongoing, generous support of **Scotiabank** as a platinum sponsor for our golf tournament. Budgets for corporate sponsorship programs are being slashed everywhere in these tough economic times and Scotiabank could have politely declined to participate this year but they didn't. They sponsored our golf tournament, once again, for the fourth consecutive year.

All the dollars raised will go to help fund the building of Canada's first Lyme disease research and testing facility. This is my dream but it's something I clearly can see happening one day soon. There is still much to do in terms of fundraising and getting our government on board but awareness is finally starting to spread and will go a long way in helping Canadians protect themselves against Lyme.



Teeing off with (L-R) CanLyme's Jim Wilson, David Cubberley of the B.C. legislative assembly and Dr. Jake Thiessen from the University of Waterloo.

From the bottom of my heart, thank you for supporting our Lyme disease crusade once again this year.

ROSSANA MAGNOTTA
PRESIDENT & CEO—MAGNOTTA WINERY

Join Us at the Tasting Bar

Our complimentary tasting bars are a unique feature at all our retail locations. Each month we present multiple varietals for you to savour—our way of enhancing your Magnotta shopping experience.

Magnotta 2006 Riesling Medium Dry Special Reserve VQA

Lively fruit and floral hints in a white that's pure refreshment.



Simply kick back with a nice cool glass!

Magnotta 2005 Cabernet Franc Limited Edition VQA

The aroma of red berries, fresh herbs and spice meld perfectly in this superb barrel aged Ontario red.



Perfect with herb seasoned rack of lamb.

Magnotta 2007 Chardonnay VQA

A world class *Chardonnay* of truly outstanding character that can be had for a song.

- SILVER WINNER - 2009 Chardonnay du Monde - France



Serve with pan seared rainbow trout.

Magnotta 2007 Merlot Special Reserve VQA

Finesse and structure in perfect harmony. As cuisine friendly as red wine gets.



Delicious with spicy southern Italian fare.

Magnotta 2005 Cabernet Sauvignon Limited Edition VQA

A full, flavour-packed *Cabernet Sauvignon* that delivers satisfaction in every way.



Try this one with a medium rare Porterhouse steak.



Smart Buy of the Month

Fruzzion Natural Sparkling Fruit Cooler

You can't mistake the difference of our **Fruzzion** with other fruit-based coolers out there. Ours is fresh, fruity and has more kick because it's made from 100% raspberries with no artificial colours or flavouring. Always bursting with the natural fruit of deep, red raspberries, you never get a lingering artificial aftertaste. Great on its own or with salty treats like pretzels, popcorn and nuts for your patio parties. **Enjoy a case of 4 bottles for only \$7.25**

All pricing subject to applicable deposit/bottle.

August Specials

Magnotta
2005 Syrah
France
International Series
NOW **\$8.95**
Reg. \$9.95

Magnotta
Golden Sherry
NOW **\$7.95**
Reg. \$8.50

Magnotta 2006
Chardonnay
California
International Series
NOW **\$7.95**
Reg. \$8.75



More Specials Available In-store and Online.

Ends August 31, 2009. While supplies last. Quantities are limited and may vary by store.
All pricing subject to applicable deposit/bottle.

World Wine Pick

TRY A WONDERFUL WINE
WITH AN UNUSUAL NAME

**Magnotta
2006 Verduzzo Italy**

International Series



Verduzzo is a wonderful Italian white varietal that packs fresh apple and pear aromas into a wine with a crisp, dry character that's as elegant as it gets.

only \$7.95

Subject to applicable deposit/bottle.



Events for August

WE ARE PLEASED TO PRESENT THESE COMPLIMENTARY EVENTS AT ALL OF OUR LOCATIONS:

VAUGHAN | BEAMSVILLE | BRAMPTON | CAMBRIDGE | MISSISSAUGA | NORTH YORK | SCARBOROUGH

SATURDAY, AUGUST 1 & SUNDAY, AUGUST 2, 2009 2 ~ 4 P.M.

Civic Treat

Savour the long weekend with a big and bold red wine: Magnotta's 2006 Carmenère Gran Riserva. This full-bodied red is spectacular when served with Balderson's Vintners Red Cheddar on gourmet crackers.

SATURDAY, AUGUST 8 & SUNDAY, AUGUST 9, 2009 2 ~ 4 P.M.

Refreshing Summer Selection

Enjoy a sample of our refreshing and delicate 2007 White Merlot Special Reserve VQA perfectly paired with Brickstone's Mediterranean Sunshine Tapenade.

SATURDAY, AUGUST 15 & SUNDAY, AUGUST 16, 2009 2 ~ 4 P.M.

Cooler Days

Sample Magnotta's Fruzzion bursting with bubbles of fresh raspberries. A refreshing, ready to drink cooler made with all-natural ingredients.

SATURDAY, AUGUST 22 & SUNDAY, AUGUST 23, 2009 2 ~ 4 P.M.

Sweet Summer

Experience the taste of Magnotta's 2007 Vidal Harvest Moon VQA accompanied by creamy Danish blue cheese to enhance the flavour experience.

SIGNATURE EVENT CLASSIC ITALIANS

MAGNOTTA VAUGHAN | MAGNOTTA BEAMSVILLE

SATURDAY, AUGUST 29 & SUNDAY, AUGUST 30, 2009 12 ~ 2 P.M.

Sample Magnotta's traditional European summer libation: Vermouth Bianco or Vermouth Rosso with a twist of fresh orange or lemon rind paired with delicious green olives.

Although we strive for accuracy in both copy and pictures, errors may occur. We reserve the right to limit quantities and to correct any errors. Selection may vary by location and time. Please call to confirm availability. All pricing subject to applicable deposit/bottle. See stores for details. Please drink responsibly.



Magnotta Vaughan
Winery-Brewery-Distillery-Tour Facility
271 Chrislea Road
905.738.WINE (9463)
800.461.WINE (9463)



Magnotta Beamsville
Winery-Tour Facility
4701 Ontario Street
905.563.5313



Magnotta Brampton
7700 Hurontario Street
905.451.2511



Magnotta Cambridge
1300 Bishop Street
519.624.9322



Magnotta Mississauga
2555 Dixie Road
905.897.WINE (9463)



Magnotta North York
5823 Yonge Street
416.250.1414



Magnotta Scarborough
1760 Midland Avenue
416.701.WINE (9463)



*Have your favourite
Magnotta wines
and spirits delivered
right to your door.*

Three convenient ways to order:

~ Order by phone: 905.738.WINE (9463)
1.800.461.WINE (9463)

~ Order by email: online@magnotta.com

~ Visit our online store

www.magnotta.com

Join our e-newsletter online!

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The Award Winning Winery

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