

May

2009

# RAISE A GLASS

WHEN THE OCCASION CALLS FOR SOMETHING SPECIAL

A Noble  
Red

Magnotta  
Marinade

Smart Buy  
for the Cottage

The Facts  
About Lyme

May  
Specials

## spread the word

### FROM OUR PREMIUM VQA COLLECTION

Magnotta 2007 Cabernet  
Sauvignon Special Reserve VQA

May is Lyme Disease Awareness Month, a perfect time to discover Magnotta's 2007 Cabernet Sauvignon Special Reserve VQA. When you purchase this wine, a portion of the proceeds goes to support the Canadian Lyme Disease Foundation to advance Lyme research, education, screening, diagnosis and treatment. So serve it at your BBQs, bring it to your backyard parties and share the information on the back label with friends and family to help spread the word about Lyme. You'll enjoy an impressive Ontario grown *Cabernet Sauvignon* that's a delightful complement to grilled meats, vegetables and aged cheeses and, at the same time, create much needed awareness of this complex illness.



**CanLyme**  
CANADIAN LYME DISEASE  
FOUNDATION



**MAGNOTTA**

*The Award Winning Winery*



[ SERVE WITH ]

**Magnotta 2007  
Cabernet Sauvignon  
Special Reserve VQA**



# A Noble Red

Meet the king of red grapes—Cabernet Sauvignon.

BY CESAR VALENTE, FINE WINE SPECIALIST—MAGNOTTA WINERY

**W**e are living in what is truly the golden age of wine. Never have so many quality wines from so many world wine regions been available to consumers. The number of wine styles and grape varieties used to produce them is simply bewildering. The wine renaissance we're enjoying today can be traced back to the concerted efforts of growers and vintners in the mid 1970s. Despite the fact that along the way we've been smitten with the likes of *Merlot*, *Chardonnay* and *Shiraz*, it's to one grape in particular that this renaissance owes its existence—*Cabernet Sauvignon*. Many grapes are considered lofty in stature but *Cabernet Sauvignon* is not only lofty in the hierarchy of today's premium wines, it's known as the grape that has come to define them—the grape that most of today's consumers first came to know and respect due to the consistent quality of its wines.

Ancient and noble, this small-berried, thick skinned grape is truly the Bordeaux region's gift to red wine. *Cabernet Sauvignon* has also become one of the star red grapes of the majority of the world's most renowned red wine regions. From Bordeaux to California to Tuscany, Australia, Chile, Ontario and elsewhere, its wines are often known for their structure, complexity, depth of character and longevity. This grape's thick skins impart generous amounts of tannin to the wines produced. *Cabernet Sauvignon's* sugar, acidity and natural extract levels are always in abundance when it's harvested at the peak of ripeness. A late ripener prone to frost damage, it is, nonetheless, extremely well suited to the world's cooler growing regions.

Produced in many styles, *Cabernet Sauvignon's* signature aroma is instantly identifiable. Scents of cassis, raspberry, blackberry, mint and cedar combine to create the hallmark profile. Occasionally left unoaked, the more full-bodied wines produced benefit from being aged in premium American or French oak wine barrels—sometimes for years. Abundant tannins can make it bold and lasting on the palate with flavours lingering long after you've sipped. This makes it a favourite of lovers of beef, lamb and wild game dishes. Its affinity for mature cheeses is legendary. If all of this sounds enticing, come and see us. Magnotta produces more than a dozen *Cabernet Sauvignon* wines in a variety of styles ranging from casual to super premium. Stop by any of our locations soon and we'll help you get reacquainted with the king of red grapes.

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

A delightful complement to grilled meats and vegetables, hearty stews and well aged cheeses.

The grape that most of today's consumers first came to know and respect due to the consistent quality of its wines.



What makes our marinade extra special is the generous splash of **Magnotta Vermouth Secco** that's added to the recipe. The vermouth will spice up your steaks with a fresh herb nuance for a distinctive and memorable flavour. Enjoy the compliments you're sure to receive from your guests!

## Magnotta Marinade for T-bone Steaks

1/4 cup salad oil

1/4 cup **Magnotta**

**Vermouth Secco**

1/4 cup soy sauce

1 tsp. prepared mustard

1/2 tsp. dry mustard

1 clove garlic, minced

1/4 tsp. pepper

1/2 tsp. salt

2 tps. Worcestershire sauce

- 1 Combine all ingredients in a blender. Blend for 2 minutes.
- 2 Pour marinade over steaks and refrigerate for 4 hours.
- 3 Grill steaks to desired doneness. Use marinade as a basting sauce when grilling or reserve for other uses.

*From the Magnotta Recipe Collection.*

# 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 2007 Sauvignon Blanc Special Reserve VQA

New Zealand, look out! This *Sauvignon Blanc* shows what Ontario's all about. Its dry gooseberry and citrus notes are sheer perfection.

*A seafood lover's delight.*



## Magnotta 2005 Cabernet Franc Limited Edition VQA

Fruit and spice in classic balance. This superb *Cabernet Franc* will whet your appetite for fine cuisine like few reds can.

*Serve with herb seasoned lamb chops.*



## Magnotta 2007 Gewürztraminer Dry Special Reserve VQA

What *Gewürztraminer's* all about. Lychee and tropical fruit notes with an outstanding dry finish that's sure to impress.

*Superb with California fusion dishes.*



## Magnotta 2007 Cabernet Sauvignon VQA

A clean, unoaked Ontario red packed with red berry fruit and a dry zestfulness that makes it ideal with casual meat dishes.

*Delicious with Cajun or Creole.*



## Magnotta 2007 Chardonnay Limited Edition VQA

True *Chablis* quality from our own backyard. This one's for *Chardonnay* lovers who seek the ultimate in *Chardonnay* character.

*Outstanding with grilled scampi or lobster tails.*



## Smart Buy of the Month

### Magnotta White Zinfandel California 8L Bag-in-Box

An outstanding rosé alternative to red or white. Enjoy this zesty Zin with food or simply kick back with a refreshing glass, easily poured from the convenient built-in spout. Serves the equivalent of over 10 bottles (750ml).

**Priced just right at only \$60.95** (or \$5.71 per bottle).

Perfect  
for the  
cottage

## Know the Facts

# 200+

Number of illnesses  
where Lyme bacteria  
have been found.

# 200,000

Due to under-reporting,  
actual number of Americans  
estimated to have  
contracted Lyme in 2007.

# 50

Inaccurate number of  
Lyme cases reported  
yearly by the Canadian  
government due to lack of  
understanding, poor testing  
methods and misdiagnoses.

# 1.5 million

Number of Canadians  
suffering from diseases of  
unknown origin many of  
which just happen to mirror  
the symptoms of Lyme.

Source: Canadian Lyme Disease Foundation

# spread the word

## Canadian Family Stricken with Lyme Gives Half Million Dollars to Charity

**A**n Ontario family recently donated \$500,000 to the Canadian Lyme Disease Foundation (CanLyme) towards funding an independent research facility in Canada after two members of the family fell seriously ill with Lyme disease.

The family members, who wish to remain anonymous, became ill and were left with no answers after extensive Canadian testing. The pair subsequently went to the United States where, with more aggressive investigation, doctors promptly diagnosed them with Lyme disease and began treatment. They continue to improve.

CanLyme president Jim Wilson said, "This family struggled within the Canadian health care system, as are thousands of Canadians, and were let down by poor testing and a false confidence within the medical community that Lyme disease is rare in Canada. The medical leadership in Canada, including the federal and provincial governments, is letting us down. Doctors and patients are not told of the serious limitations of the tests used—limitations acknowledged by the global science community."

Lyme disease is a bacterial infection carried by ticks. Ticks are brought into Canada in the hundreds of millions each season on migratory birds and are spread randomly across Canada following migratory bird flyways. You do not need to live in or have visited a known endemic area to become infected as some government agencies and medical organizations suggest.



*Lyme disease is a bacterial infection carried by ticks.*

Inadequate testing, inconsistent reporting criteria, limited surveillance and poor clinical diagnostic knowledge have resulted in less than 50 cases of Lyme disease being reported yearly in Canada. On the other hand, the United States reports over 25,000 confirmed cases of Lyme disease annually—mainly in states adjacent to the Canadian border. However, due to under-reporting, the U.S. Center for Disease Control estimates that annual cases in the U.S. could actually be 200,000. The European Union confirms in excess of 85,000 cases annually.

Lyme disease, the fastest growing infectious disease in the northern hemisphere, is known as the "Great Imitator." It is a multi-system, multi-organ infection and can cause numerous symptoms including extreme fatigue, arthritis, heart abnormalities, bowel and digestive problems, abnormal skin sensations, muscle weakness or jerking, eyesight or hearing abnormalities, cognitive and memory difficulties, dementia and, in some cases, paralysis. Lyme disease is commonly misdiagnosed as rheumatoid arthritis, Multiple Sclerosis, Lupus, Parkinson's disease, irritable bowel, fibromyalgia and chronic fatigue.

## The Underground Cellar Experience with Rossana Magnotta



An evening of fine wine,  
music and candlelight

- ~ Featuring Magnotta barrel aged Ontario VQA wines ~
- ~ The aromas and sights of Magnotta's magnificent underground cellar ~
- ~ Gourmet hors d'œuvres & live entertainment ~

**Thursday, May 21 or May 28**  
Magnotta Vaughan, 271 Chrislea Road, 7-10 p.m.  
\$50/person~Space is limited.

Tickets on sale at all Magnotta locations, call 1.800.461.9463 or email [events@magnotta.com](mailto:events@magnotta.com)

In Support of the Canadian Lyme Disease Foundation



# spread the word

## Lyme is Not Rare

Lyme disease affects millions of people worldwide—Canada is no exception. But unlike West Nile or Bird Flu, Lyme disease has received little attention by our government and medical establishment. This is perplexing, particularly when you consider that more people in North America contract Lyme than they do AIDS, West Nile and Avian Flu combined.

In Canada, the lack of awareness, medical expertise and political will is appalling. The Center for Disease Control in the U.S. estimates that in 2007 more than 200,000 Americans contracted Lyme. If you were to ask Health Canada, however, the statistics would be quite different—only 50 cases yearly, they claim, in



Rossana with Jim Wilson, president of CanLyme, speaking at a Lyme press conference.

Canada—a farce of a number that reflects the poor understanding, inaccurate testing and misdiagnosis that goes on here.

### It's time to spread the real word.

Lyme is a bacterial infection contracted through the bite of certain ticks. It's been found in all provinces in Canada and, with global warming, will only continue to spread. It is absolutely ludicrous to think that Canada is immune to this rising epidemic given we are a country of grass, trees, valleys and many provincial parks. Lyme is here in our backyard and everyone is vulnerable, from the gardener, the dog walker, the hunter, the camper and even the child in the playground. Your domestic pet could even bring ticks into your home. My message is not to scare but to inform and protect. So be smart about your health and know the facts about Lyme.

**Here's the good news.** Unlike Cancer, we're not struggling to find a cure for Lyme disease. We already know how to treat it. Lyme is 100% curable if detected early. All you need is an inexpensive, regimen of antibiotics.

**But here's the bad news.** Our screening test in Canada for identifying Lyme disease has been so unreliable and riddled with false negatives, chances are you will be misdiagnosed for months and bounced from specialist to specialist. By then, it could be too late to stop the devastating effects

of the disease. Lyme becomes debilitating, chronic and sometimes irreversible, even fatal.

**How you can help.** The Canadian Lyme Disease Foundation (CanLyme) is closer than ever to making its goal a reality—the establishment of Canada's first research, testing and diagnosis centre devoted to Lyme disease. At Magnotta, we are passionately committed to fighting Lyme by helping to build this centre but we can't do it alone. We need your help and there are so many ways you can contribute.

### *True North Classic Golf Tournament*

Join us for a fun-filled day of golf and prizes with proceeds going to CanLyme. Last year we presented a cheque for \$40,000, thanks to our generous sponsors and supporters, and we hope to significantly increase that amount this year.

### *The Underground Cellar Experience*

This is a spectacular evening in our magnificent barrel cellar at Vaughan featuring our great VQA wines, gourmet hors d'œuvres and wonderful live music with proceeds going to CanLyme. Tickets are available at our retail locations.

### *Swarovski Lyme Bracelet*

Designed exclusively by Magnotta with proceeds going to CanLyme, this is an elegant strand of Swarovski pearls and crystals. A lovely way to create awareness for Lyme and a beautiful gift too. On sale at our Underground Cellar Experience event.

### *Our Cabernet Sauvignon Special Reserve*

A portion of the proceeds from this marvelous VQA wine goes to CanLyme so serve it often and share the Lyme facts on the label with friends and family to help spread awareness.

I know the current economy has made everyone more careful about their spending. However, I can assure you that your participation in our fundraising activities will be invaluable in helping Canadians inflicted with Lyme to finally receive the proper testing, diagnosis and care they are entitled to. Thank you for your goodwill.

ROSSANA MAGNOTTA  
CEO—MAGNOTTA WINERY

Magnotta Brewery's  
4th ANNUAL

TRUE NORTH  
*Classic*  
GOLF TOURNAMENT

JOIN US

Monday, June 1, 2009  
Thornhill Golf & Country Club

In Support of the  
**Canadian Lyme  
Disease Foundation**



REGISTER TODAY!

For more information,  
call 1.800.461.9463 or  
visit [www.magnotta.com](http://www.magnotta.com)

(See our Special Events)

# May Specials

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

Magnotta  
2006 Pinot Gris  
Romania  
International Series  
NOW **\$7.75**  
Reg. \$8.25

Magnotta  
2006  
Maréchal  
Foch VQA  
NOW **\$6.95**  
Reg. \$7.95



**More Specials Available In-store and Online.**

Ends May 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 2007 Tocai Italy**  
International Series



Italy's *Tocai* grape produces a white that's irresistible with food. Serve with seafood, chicken or a stir fry—we're certain you'll agree!

**\$7.95**

Subject to applicable deposit/bottle.



**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)



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~ Order by email: [online@magnotta.com](mailto:online@magnotta.com)

~ Visit our online store

[www.magnotta.com](http://www.magnotta.com)

*Join our e-newsletter online!*

# MAGNOTTA

*The Award Winning Winery*

This newsletter is printed on paper containing 30% post-consumer waste, manufactured using biogas energy (an alternative green energy source that eliminates greenhouse gas emissions that cause global warming) and EcoLogo certified by Environment Canada's Environmental Choice Program.

## Events for May

**VICTORIA DAY  
VAUGHAN & BEAMSVILLE OPEN**

MONDAY, MAY 18, 2009 10 A.M.-6 P.M.

~ ALL OTHER STORES CLOSED ~

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

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

SATURDAY, MAY 2 & SUNDAY, MAY 3, 2009 2 ~ 4 P.M.

### Help Launch Lyme Awareness Month

Join us in our efforts to raise awareness of Lyme disease by learning more about Magnotta's 2007 Cabernet Sauvignon Special Reserve VQA. *When you purchase this wine, a portion of the proceeds goes to support the Canadian Lyme Disease Foundation.* Sample this spectacular Cabernet Sauvignon paired perfectly with Brickstone's Mediterranean Sunshine Tapenade on crustini.



SATURDAY, MAY 9 & SUNDAY, MAY 10, 2009 2 ~ 4 P.M.

### A Special Treat for Mom

Celebrate Mother's Day with a raspberry sparkler: 2007 Magnotta Classic VQA with a splash of Magnotta Framboise paired with Balderson's traditionally crafted old cheddar.

SATURDAY, MAY 16 & SUNDAY, MAY 17, 2009 2 ~ 4 P.M.

### Put Some Extra Sparkle in Your Victoria Day

Kick off the long weekend with a sip of Kir Royale, made with our 2007 Magnotta Brut VQA and a sweet dash of Magnotta Cassis!

SATURDAY, MAY 30 & SUNDAY, MAY 31, 2009 2 ~ 4 P.M.

### An Early Summer Delight

Magnotta's 2007 Gewürztraminer Medium Dry Special Reserve VQA is delightful when served with creamy blue cheese and cherry calvados on crustini. Come in and enjoy.

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.