

Splicing the Mainbrace

Vol. 11, No. 2 June 2006

Editors' Notes

As of this writing, the end of 2006 is promised to be the end of easy border crossing between the United States and Canada. Effective 2007 (or is it 2008?), Canadians will require a Canadian passport to enter the U.S. and U.S. citizens will need a U.S. passport to return from Canada to their homes to the south.

The effect of these new requirements on tourism in Atlantic Canada is uncertain. Pessimists suggest that the incremental cost for a family of four Americans vacationing in Canada might be \$400 for passports alone, and that this extra, added to high gas prices and a weak U.S. dollar, will destroy the tourism industry here (Think only half as many visitors). The optimists suggest that there may be a decrease but it will not be nearly one-half. No one suggests that tourism from the United States is about to boom.

So 2006 may be the last of the good tourism years, even if the optimists are right! I suppose we could all begin to moan and cry in our beer. A more productive response would be to make 2006 the best year possible by offering great value to our visitors, by making them feel truly welcome, by providing them with a noteworthy (or unforgettable) vacation, and then following up to invite them back next year.

No one of us individually can make this happen, but we can all do our part. Mainbrace is prepared to work with all licensees to build the sort of beverage alcohol experience that says, "Come back and see us again." So give us a call for help with food and wine pairings, and wine lists that help sell and which build satisfaction.

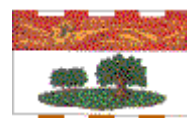
And let's all be optimistic!

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There is nothing under the sun better for man than to eat, drink, and be merry. Go, therefore, eat your bread with joy and drink your wine with cheer.

- Ecclesiastes 8:15



PEI Wine Festival

The PEI Wine Fest 2006 will be held at the Charlottetown Civic Centre on June 2 and 3.

Mainbrace will be pouring:

Casa Girelli Lamura Grillo (From Sicily: Intense and typical bouquet, citron and tropical fruity palate, with perfectly balanced freshness. This wine is perfect for drinking on its own, well chilled).

Casa Girelli Lamura Nero d'Avola (Also from Sicily: The red wine has deep, soft, tasty aromas of ripe red berries. This wine is perfect for drinking with pasta dishes and on its own).

PEI Wine Fest 2006

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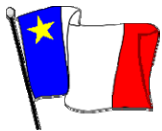
Red Truck (From California: You can drink Red Truck anywhere, anytime. It pairs particularly well with pizza and tomato-based dishes).

White Truck (From California: A blend of Sauvignon Blanc and Viognier and a bit of Marsanne and Roussanne make this a refreshing and flavorful wine with lively citrus and apricot flavors).

Dom Teodosio San Joao Batista Reserva – Red (From Portugal: Brilliant limpid aspect, bright ruby colour, complex and harmonious aromas between the wood and plum compote. Dry red wine, soft, round, full bodied, of great structure with balanced tannins, very long and intense finish).

Dom Teodosio San Joao Batista Santarem – White (From Portugal: Wine with a limpid, almost transparent, brilliant aspect, it presents nuances of light pink color. The fruited aromas are intense, perfumed. Dry white wine from red grapes, fruited, young, slightly acidulous. Good aperitif and also a good complement to seafood and all fish dishes).

Segura Viudas Lavit Rosado Brut (see review at New Listings / Tasting Note on this page).



Festival de l'Acadie in Caraquet

Festivin 2006 will be held in Caraquet with evening tastings on June 9 and 10. Mainbrace will be pouring:

Louis Roche Bordeaux Blanc (#633453, 750ml, \$14.39) and **Louis Roche Sainte-Foy Bordeaux** (#633461, 750ml, \$14.39) from France.

Sandalford Premium Cabernet (#103846, 750ml, \$26.77) and **Sandalford Premium Shiraz** (#454850, 750ml, \$26.77) from Australia.

Red Truck (#123810, 750ml, \$17.50) from California (stocks permitting).

Batasiolo Barolo (#178541, 750ml, \$34.91) from Italy.

In the beer corner (a new feature at the Festival), **Warsteiner Premium Verum Beer** (#556720, 500ml, \$2.50) from Germany.

Recipes for Summer

Grilled Marinated Pork Tenderloin

750 gm pork tenderloins, sliced at a diagonal into 6 – 8 cm pieces

100 ml shallots, chopped

300 ml white wine such as **Yvon Mau Colombard-Chardonnay Vin de Pays Gascogne** (#629040, 750ml, NLC, \$10.71) or **Canaletto Pinot Grigio / Garganega** (#704148, 750ml, NSLC, \$13.49)

30 ml olive oil

5 ml salt

5 ml freshly ground pepper

5 ml ground cumin

Mix together the pork, shallots, white wine, olive oil, salt, cumin and black pepper. Marinate for 6 to 8 hours. Grill the pork over hot coals until it is crispy on the outside. Serve with rice or lentils. This dish pairs nicely with a rose like **Yvecourt Rosé** (#152173, 750ml, NSLC, coming in June at \$14.29) or **Segura Viudas Viña Heredad Rosado** (#812503, 750ml, ANBL, \$12.47)

Oranges with Anise and Lime

4 oranges

200 ml water

100 ml sugar

120 ml white wine such as **Moselland Bernkasteler Kurfurstlay Riesling** (#15875, 750ml, ANBL, \$9.46; NSLC, \$9.79)

10 gm anise seeds

10 ml lime juice

grated lime zest

Peel the oranges, removing as much as the white pith as possible. Slice them into 1 cm rounds and place in a large bowl. Boil together the water, sugar, wine and anise seeds. Reduce the heat and cook gently until the syrup has reduced to about 100 ml. Strain the syrup and stir in the lime juice and zest. Pour over the oranges. Cover and refrigerate for at least 30 minutes. Serve by itself or over vanilla ice cream or frozen yoghurt.

New Listings / Coming Soon

Musalem Gran Reserva Cuban Tradition Rum (#464222, 750ml, ANBL, \$34.68; NLC, \$41.30; NSLC, \$35.79; coming soon to PEI) judged best rum in America in 1999, this is a velvety smooth aged

New Listings / Coming Soon

(cont'd)

rum made in the Cuban tradition since 1872. Straight up, on ice, or with a touch of water, this is the quintessential sipping rum.

Matusalem Classico Rum 10 YO (#930651, 750ml, ANBL, \$27.66; NLC, \$32.60; NSLC, \$29.49; coming soon to PEI) A fine aged amber rum. On ice or in mixed drinks, this is a winner. Straight up with a nibble of melon it is sensational.

Lavit Rosado Brut (#812503, 750ml, ANBL, \$16.04; coming soon to PEI). It has an attractive pale raspberry colour and small stylish mousse. Expect a delicate cherry, baked red apple, mineral and lime rind notes with just a hint of toasted earth. This is crisp and fresh with more cherry, mineral, citrus rind, nutty, toasted flavours.

Yvecourt Bordeaux Rosé (#152173, 750ml, coming to NSLC in June at \$14.29) A nice brilliant pink colour with raspberry tints. A clear, fresh nose marked by aromas of elder blossom and red fruit. The mouthfeel is supple, the development fresh and acidulous, with notes of red currant and grenadine.

Four wines have just arrived in Newfoundland:

Moselland Ars Vitis (#3356340, 750ml, NLC, \$13.05; NSLC, \$15.79) Fine, fruity Riesling bouquet, well-balanced palate with hints of exotic fruit. This straight forward Qualitätswein is very crisp and refreshing. The "window bottle" packaging features scenes from the Mosel Valley by artist and wine grower Heinz Ames, so this enjoyable wine also makes an excellent gift.

Yvon Mau Colombard-Chardonnay VDP Gascogne (#629040, 750ml, NLC, \$10.71) Pale straw in colour with delicate citrus, grassy and apple aromas; a dry, light bodied wine with crisp acidity, candied citrus, pear and apple flavours.

Yvon Mau Shiraz VDP de l'Aude (#629340, 750ml, NLC, \$10.61) Peppery with spicy flavours of plum and tart cherry. The tannins are soft and approachable.

Segura Viudas Viña Heredad Tinto (#622940, 750ml, \$11.31) Cherry red in colour. Aromas of ripe autumn fruit (blackberries) together with notes of liquorice and spices (vanilla, cinnamon, pepper). Smooth tannins on the palate with hints of toast and liquorice on the finish.

Monopoly Fall Festivals

There will be detailed information in the September issue of **Splicing the Mainbrace**. This is just a heads up to set aside the following dates: Nova Scotia Port of Wines Festival, Halifax, September 28, 29 and 30 at Pier 23 in Halifax; Moncton World Wine and Food Expo (Grand Tastings), November 3 and 4; Newfoundland and Labrador Wine Fest 2006, St. John's, November 15 to 18 at the Delta Hotel.

ASAP's new affiliation

The Association of Sommeliers in the Atlantic Provinces is now affiliated with the Canadian Association of Professional Sommeliers and, through CAPS, with the Association de la Sommellerie Internationale (ASI) to which 40 other member nations belong with headquarters in Paris. This relationship now allows ASAP-trained Certified Sommeliers to be recognized world wide as wine professionals.

Among other means, the professional sommelier is promoted through our participation in national and international sommelier competitions. The next Best Sommelier competitions will be held in New Brunswick and Nova Scotia this Spring, with the ultimate Maritime Canada winner to go on to the national finals to represent ASAP (CAPS- Atlantic as it will be renamed) in The Best Sommelier of Canada Competition in Fall 2006. The successful candidate will then represent Canada at the Meilleur Sommelier du Monde Competition in Spain in 2007.

Check out the ASAP web site at www.atlantic-sommeliers.ca



Marc Paimpec now a sommelier

Marc Paimpec, Mainbrace's Manager in New Brunswick and Prince Edward Island has successfully completed the very rigorous training program required to become a Certified Sommelier.

Over the last year Marc has been studying wine regions and wine grapes from all over the world. He has polished his wine service skills and become adept at matching food and wines. And his palate has been tested with numerous blind wine tastings. Apart from the lure of the challenge, all of this has been to better serve the licensees and drinkers of New Brunswick and PEI. Ask Marc about design of your wine menu and watch profits improve!

Marc joins **John Chamard** to be the second Certified Sommelier with Mainbrace.

Drinks for summer

Mojito

10 gm sugar
 6-8 mint leaves
 club soda
 1 lime, halved
 60 ml **Matusalem Classico Rum** (#930651, 750ml, ANBL, \$27.66; NLC, \$32.60; NSLC, \$29.49; PEI coming soon)
 mint sprig for garnish

Place the sugar, the mint leaves, and a little club soda into a highball glass. Muddle well to dissolve the sugar and to release the mint flavor. Squeeze the juice from both halves of the lime into the glass. Drop one half of the lime into the glass. Add the rum. Stir. Fill the glass with ice cubes. Add the rest of the club soda. Garnish with the mint sprig.

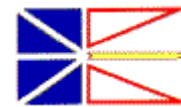
Banana Daiquiri

1 banana
 15 ml lime juice

60 ml **Matusalem Gran Reserva Rum** (#464222, 750ml, ANBL, \$34.68; NLC, \$41.30; NSLC, \$35.79; PEI coming soon)

5 gm sugar

Mix all ingredients with ice in a blender until smooth. Pour into a chilled cocktail glass. Decorate rim of glass with a slice of banana.



Wine Fest West

The annual wine fair on the west coast of Newfoundland will be held in Corner Brook June 1 to 3. **Mainbrace** will be there pouring:

Segura Viudas Viña Heredad Blanco (#622840, 750ml, NLC, \$11.31) straw yellow in colour with greenish tints. It has complex aromas of mature apple, banana and pineapple. The palate is fresh and soft, with a great balance between structure and acidity. The finish is long and fresh.

J. Lohr Cypress Cabernet Sauvignon (#632040, 750ml, NLC, \$16.12) has youthful purple hues and good density, with a lifted, bright mix of cherry and currant fruit aromas with an accent of vanilla oak. On the palate, bright forward cherry fruit characters present a mouthful of fruit yet are balanced with good weight and structure, followed by soft lingering finish.

J. Lohr Cypress Chardonnay (#632140, 750ml, NLC, \$16.12) has a bright and youthful pale yellow colour with fruit forward aromas of pear, nectarine and pineapple with tangerine citrus notes. It has lively fruit flavors of pear, nectarine and citrus with refreshing acidity and solid palate intensity.

J. Lohr Painter Bridge Zinfandel (#588840, 750ml, NLC, \$13.56; NSLC \$13.29, PEILCC, \$13.96) has big fruity aromas and crushed-jam berry-fruit flavours. An undercurrent of licorice, spice and earth pulls it all together. Soft, round and easy to sip now.

Beauty is often worse than wine; intoxicating both the holder and the beholder. – Johann Zimmerman



Winery Profile - Sandalford

Sandalford Winery dates back to 1840, shortly after the first colonists reached Western

Australia. The original vineyards were in the Swann Valley near Perth.

In 1965 Dr John Gladstone recognised in the Margaret River area south of Perth strong similarities to the Bordeaux wine region. He compiled a comprehensive report that led a number of wineries, including Sandalford to plant grapes in what had originally been a timber and cattle raising area.

The grapes planted in the early 70's are now the basis of Sandalford's Premium line conceived of by the Prendiville family (who purchased the winery in 1991) and made by Sandalford's Chief Winemaker Paul Boulden.

The Premium wines have won numerous awards (including Best of Show at the NSLC Port of Wine Festival a few years ago). In addition, the winery in Perth is widely recognized as a superb tourist attraction in the Perth region.

Wine Lists: Pricing Alternatives

You have developed your restaurant's wine list, with each wine brilliantly paired with one or more menu items and enough choice to make things interesting for your customers. Now, how to price the wines?

Here you have three basic alternatives:

The simplest to calculate and easiest to administer approach is to apply a fixed % mark-up to whatever you paid for the wine. The mark-up you use is a management decision, but somewhere between 100% and 250% seems to be the pattern. This would yield a price of about \$20 to \$35 for a bottle that cost you \$10. But note that it yields a retail price of \$80 to \$140 for a \$40 wine. In short, this approach works reasonably well for less expensive wines, but puts premium wines out of the reach of most restaurant patrons.

This has led many licensees to adopt a variable mark-up pricing strategy. This implies having a higher

mark-up on lower priced wines and a lower mark-up on more expensive bottles. So you might apply a 250% mark-up to a \$10 bottle but a 100% mark-up to the \$40 bottle. This is one way of encouraging diners to go up-scale with their wine choices.

A third approach, for those committed to increasing wine sales, is to apply a fixed \$ mark-up to each bottle. (This approximates what might be charged in a BYO system and is not suitable for restaurants that maintain a large cellar). You might determine, for example, that \$25 should be added to the price of each bottle. Thus a \$10 bottle would be listed at \$35 while a \$40 bottle would be offered at \$65. This creates a distinct incentive for your customers to drink better wines.

But there are two situations that just are not covered by any of these approaches to pricing: If you overbought and have wine poised just beyond its drinkability peak, it is clearly "discount" or "special of the day" time. And if you have a long-term cellar bought years ago, the retail prices should reflect current reality rather than historic cost. Fifteen years ago you might have bought a few half bottles of 1989 Château d'Yquem at \$50 to \$60 each. The current going price at auction is about \$300 Canadian and the price in a restaurant should be based on this price not on the original cost.



Wine Events at Licensees

More and more restaurants are discovering the delights of hosting wine events for the general public. This reflects a growing consumer interest in and sophistication about wine drinking.

Effective immediately, Mainbrace will help publicize such events if we know about them. Simply e-mail john.chamard@mainbrace.ca and we will post your event on the Mainbrace web site at www.mainbrace.ca, then click on "What's Happening," then on "Events" to check out upcoming event. We would be delighted, of course, if your wine event included one or more of the wines represented by Mainbrace, but this is not at all a precondition of appearing as a "What's Happening" event.



Wedding Sparklers

June is the traditional month for weddings, and sparkling wine is a traditional drink at weddings. So here are some suggestions for making the June wedding a sparkling occasion.

From France: **Bouvet-Ladubay Brut** (#35444, 750ml, NSLC, \$19.29): Using the méthode champenoise on grapes grown in vineyards where Chenin grapes were being cultivated well before the Roman conquest of Gaul, **Bouvet-Ladubay** produces one of the great sparkling wines of France.

From Spain: **Castellblanch Brut Zero** (#188275, 750ml, NSLC, \$14.29; Cristall & Lockett, \$14.33): This sparkling wine is well-balanced, with fruity tastes, light body and fresh palate. A fine example of the Spanish cava style; **Segura Viudas Aria Brut Nature** (750ml, Bishop's Cellar, \$22 plus tax): This medium bodied sparkling wine is brimming with aromas and flavours of citrus fruit, green apple, and melon. This is a cava which adapts to today's tastes without forgetting tradition: it is elegant and sophisticated as well as daring and innovative; **Segura Viudas Reserva Heredad Brut** (#94912, 750ml, NSLC, \$40.78): Straw yellow in colour, with a full delicate taste. It has power, character and delicacy. And its pewter-based bottle is a stand out.



Inn on the Lake Breast Cancer Benefit

On June 24 there will be a Breast Cancer benefit tasting at the **Inn on the Lake** in Fall River, Nova Scotia. **Mainbrace** will be there to pour **Bleasdale Mulberry Tree Cabernet**

Sauvignon (#937417, 750ml, NSLC, \$23.79), **Fougeres Beaujolais** (#62471, 750ml, NSLC, \$13.49), **Canaletto Pinot Grigio-Garganega** (#704148, 750ml, NSLC, \$13.49) and **Moselland Ars Vitis** (#669923, 750ml, NLC, \$13.05; NSLC, \$15.79).

For further information contact Marie Woodbury at the **Inn on the Lake** (1-902-861-3480).

The role of **Mainbrace** is to market the beverage alcohol products that we represent to final consumers, to licensees, to private wine stores, and to the Provincial Government agencies. We aim to enhance responsible enjoyment for consumers, to facilitate profitable sales for licensees and private wine stores, and to assist agencies in fulfilling their mandates.

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Check out the **Mainbrace** web site at:

www.mainbrace.ca

for a complete list of products represented by **Mainbrace**, for tasting notes, recipes, recent reviews, and news of wine events in the region.

