



Splicing the Mainbrace

Volume 14, Number 3, September 2009

Editors' Notes

Earlier this year it was widely assumed that the traditional tourist season in Atlantic Canada would be a disaster. Not only was the international economy in terrible trouble, but the Canadian dollar was high as was the price of gasoline. All of this was taken to assure many fewer visitors from the U.S and the rest of the world. Moreover, the weather this summer has been several steps below stellar: wet, cold, miserable (except perhaps in Newfoundland and Labrador).

It now appears that we have largely avoided the predicted disaster. International visitors are indeed down. But it seems that there are many more Canadian visitors and many more locals on mini-vacations here in the region. This trend has been encouraged by a wide range of events: the Canada Summer Games in Summerside, PEI; great visiting acts like Paul McCartney and Kiss in Halifax; the Tall Ship Festival around Nova Scotia; the 4th World Acadian Congress with its multiple family reunions in New Brunswick.

All of these contributed to a summer season that was better than expected. The pattern was uneven. Probably no one really prospered over the summer, but many did all right and few wiped out. Whew!

In this Issue:

Editors' Notes	1
Price Changes Coming	1
Meet the Mainbrace Team	1
Nova Scotia POW Festival in Halifax	2
New Brunswick WW&F Expo in Moncton	3
Newfoundland & Labrador WFE in St. John's	3
Recipes for Autumn	4
Paimpec au Subject de Vin	4
Oktoberfest in Tatamagouche	5
Indulge in St. Andrews	5
Chamard on Red Wine	5
Coming Soon	6

Price Changes Coming

The Nova Scotia Liquor Corporation is realigning its retail prices to hit specific price points (i.e. 0.29, 0.49, 0.79 and 0.99) effective September 28 of this year. Suppliers have had an opportunity to change their FOB prices with some knowledge of the likely retail outcomes. In most instances, no change in FOB will result in a small retail price increase. Some suppliers have put through price increases which may or may not result in retail increases. Other suppliers have dropped their FOB prices.

None of the outcomes are carved in stone as of this writing, but we expect that the full range of **Canaletto** wines will be line priced at \$12.99, which is a supplier initiated drop of \$1.59 for each of the **Canaletto Primitivo** and the **Canaletto Pinot Grigio**, and a drop of \$1.87 for the **Canaletto Pinot Noir**.

Meet the Mainbrace Team

Mainbrace International represents wineries, breweries, and distilleries from around the world in the four Atlantic provinces of Canada. To ensure solid, on-the-ground representation we have a team of five well-qualified people who work with the four government liquor monopolies, private and agency stores, licensees, wine societies, and the public in each province.

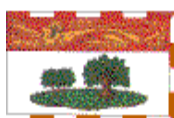


Newfoundland and Labrador

Julia Laite is a **Mainbrace** rep. in Canada's easternmost province. She visits NLC and agency stores, conducts tastings, works with licensees, and liaises with the NLC.



Stanley Laite is Manager of **Mainbrace**, Newfoundland and Labrador. He works with suppliers and the NLC to ensure smooth ordering and delivery, plans and implements tastings including wine fairs, and develops plans with licensees for marketing products represented by **Mainbrace**.



New Brunswick and PEI



Marc Paimpec is New Brunswick and Prince Edward Island Marketing Manager of **Mainbrace**. Marc develops and implements marketing plans in concert with suppliers, licensees, community groups who sponsor trade shows, and with the ANBL. He is an indefatigable traveler who carries the **Mainbrace** banner to all corners of his territory.



Nova Scotia



John Chamard is managing director of **Mainbrace**. He is responsible for accounting for operations, preparation of Splicing the Mainbrace, maintenance of the web site (www.mainbrace.ca), searching out new suppliers who can add to the balance and market appeal of the **Mainbrace** portfolio, and for helping out with tastings and trade shows.

Ann Trecartin is president and CEO of **Mainbrace**. She handles long term planning for the company and directs all of the day to day activities. In addition, she handles a full load of tastings and promotions through the NSLC, licensees, and wine societies in Nova Scotia.

Wine enriches lives by helping us see and experience and understand people, places and things we might otherwise take for granted or not notice at all. It helps us pause to reflect and to dream. - James Laube, *Wine Spectator* (January 31 - February 28, 2009)

Nova Scotia Port of Wines Festival in Halifax

Sandalford Margaret River Classic Dry White Pale straw in colour. Faint hints of gooseberry with some green tropicals coming through and a touch of grassiness. Certainly not a punchy style on the nose but one of elegance and refinement. A dry, crisp, light bodied wine. This wine is designed to be fruit-driven and to display the classic MR combination of Semillon and Sauvignon Blanc. This it does with some pervasive lightly mown grass, a hint of citrus from the Semillon and an overall impression of herbaceousness and nettle-like nuances. Definitely a wine to be consumed whilst young and fresh. Serve well chilled. Perfect with seafood which is as close to natural as you can have it, for example, sashimi.

Sandalford Margaret River Cabernet Merlot Dark cherry red with a magenta hue. Lovely ripe blackcurrant fruit with some dusty and cedary oak notes. A fine wine with ripe berry and dark currant fruit flavours, silky tannins and plenty of backbone and structure making this a medium to full bodied wine style. The finish is all sweet fruit with tight citrus oak in support of this fruit. This wine drinks well now but will mellow and age gracefully over the next ten years.

Moselland Divinum Riesling Qualitätswein Riesling 100 %. The wine displays a bouquet of citrus and grapefruit. It shows intense flavour of peach and exotic fruit on the palate combined with typical prickly Riesling acidity. It goes well with foie gras, spicy Asian cuisine, blue cheeses and with fruity desserts. It might also be enjoyed on its own.

Moselland Riesling Classic Riesling 100 %. The wine shows peach, apricot and lemon aromas, which are typical for Riesling. It has an excellent balance of intense ripe fruit and spicy Riesling acidity. It is medium bodied and fresh and has a crisp, dry finish. It goes well with chicken dishes and Italian style salads, but also fish (salmon) and seafood, and can of course be enjoyed on its own.

Lyngrove Platinum Shiraz (Stellenbosch, South Africa) Black fruits, leather, earth, and black pepper on the nose. A mouthful of ripe fruit, black liquorice and mocha coffee on the palate with ripe and bold tannins. Will stand up to a serious cheese plate, grilled steaks and beef roasts.

Lyngrove Reserve Shiraz Pinotage (Stellenbosch, South Africa) 80% Shiraz, 20% Pinotage. Deep red with a garnet hue. Ripe fruit with spicy oak flavour and touches of vanilla. Serve with pan seared beef filet or blackened tuna steak and roasted root vegetables.

New Brunswick World Wine & Food Expo in Moncton

Casa Girelli Lamura Natura Bianco (Sicily, Italy) Made from the indigenous grape, Cataratto, this is a really fresh, crisp organic white with floral and tropical aromas. There is a whole spectrum of different flavours on the beautifully balanced palate, with hints of citrus and tropical fruits. Perfect enjoyed on its own or when paired with seafood dishes.

Casa Girelli Lamura Natura Rosso (Sicily, Italy) Made from Nero d'Avola grapes this is a tremendously characterful, fruit-driven organic red with a wonderful structure and soft tannins. It has deep, soft, tasty aromas of ripe red berries. Lamura Rosso is approachable and an easy-drinking style. This wine is perfect for drinking with pasta dishes but also on its own.

Sandalford Cabernet Merlot (Margaret River, Western Australia) Lovely ripe blackcurrant fruit with some dusty and cedary oak notes on the nose. A fine wine with ripe berry and dark currant fruit flavours, silky tannins and plenty of backbone and structure making this a medium to full bodied wine style. The finish is all sweet fruit with tight citrus oak in support of this fruit. This wine drinks well now but will only mellow and age gracefully over the next ten years.

Sandalford Founders Reserve Port (Western Australia) An attractive liqueur style tawny port with great length and a clean finish. Tawny brick red in colour. The nose displays very ripe jammy fruit characters with spicy notes and floral muscaty influences. On the palate the warm alcohol spirit is beautifully balanced with luscious sweet fruit flavours. A delicious dessert wine. Once opened, the wine will keep for a few months providing it is stoppered after each pouring.

Segura Viudas Brut Vintage (Penedes, Spain) 33% Parellada 67% Macabeo. Pale straw-yellow in colour with hints of gold. A fine and brilliant sparkle hangs delicately on bubbles at the side of the glass. Good intense and complex aromas on the nose, evolving into ripe apple, followed by good feel of citrus and an elegant note of dried fruits and

biscuit from long contact with the yeast sediment. The palate starts soft and elegant and continues into a lively, crisp, refreshing acidity. The finish is full, fruity and complex.

Domaine de Fourn Blanquette de Limoux (France) Made from the Mauzac grape, this dry greenish yellow sparkling wine features medium floral and fruity scents and offers fine and non persistent bubbles. Discover this light-bodied sparkling wine expressing refreshing acidity and offering a broad texture.

Newfoundland & Labrador Wine Fest East in St. John's

This year **Mainbrace** is featuring "All Italy, all the time" at Wine Fest East.

Montessoro Amarone (Verona, Italy) 50% Corvina veronese, 35% Rondinella, 15% Molinara. Deep ruby red colour with pomegranate reflections, ethereal nose which reminds of peach blossoms, violet, raspberry and mint. On the palate it is intense, refined; it displays full body and smoothness, with clear notes of dried grapes. Ideal with spicy dishes, game and seasoned cheeses. Excellent with parmesan cheese. Great wine, to serve at room temperature (20° C) uncorking the bottle possibly two hours before.

Montessoro Valpolicella Classico '91 Veronese (Verona, Italy) 50% Corvina Veronese, 30% Rondinella, 20% Molinara. Medium deep ruby red colour, clear, tempting; intense nose with ethereal notes. Scents of iris, violet and almond. Smooth taste, warm texture, refined, pleasantly oaky. Suitable for tasty main courses, roasted meat, game and aged cheeses.

Montessoro Ripasso Capitel della Crosara (Verona, Italy) 60% Corvina Veronese, 30% Rondinella, 10% Molinara. Deep ruby red in colour. On the nose it displays aromas of almond and cinnamon. Dry on the palate with a very pleasant velvety taste. Very rich in flavours of cherry, musk, spices and wood. Fabulous with entrees of white and red meat, poultry, boiled beef and aged cheeses. Serve at 20° C.

Canaletto Pinot Grigio delle Venezie IGT (Veneto, Italy) A lovely floral aroma with masses of fresh fruit flavours on the palate and a rush of citrus acidity, making it perfectly balanced and totally refreshing. An elegant style of wine which is ideal on its own or with creamy pasta sauces, fish dishes, or white meats.

Canaletto Pinot Noir Pavia IGT Grapes for the Canaletto Pinot Noir are grown in the Oltrepo Pavese hills in Lombardy, north-west Italy. The grapes are grown on hillside slopes, where they are ripened to perfection. Pinot

Noir is perfectly suited to these higher vineyards, where it develops ripe, charismatic fruit characters.

Recipes for Autumn



Crockpot Beef and Sweet Potato Stew

- 300 gm lean stewing beef
- 400 gm sweet potato, roughly chopped
- 1 garlic clove, crushed
- 1 onion, roughly chopped
- 225 gm mushrooms, halved
- 2 celery stalks, sliced
- 2 carrots, sliced
- 400 gm beans, drained and rinsed
- 2 bay leaves
- 200 ml red wine such as **Fougeres Beaujolais** or **Bichot Reserve**.
- 30 ml tomato paste
- 200 ml tomato sauce
- 5 ml dried thyme
- 5 ml dried oregano

Brown beef in a frying pan. Place vegetables in a crockpot. Add the browned beef, black beans, bay leaves, and red wine. Stir herbs and tomato paste into tomato sauce and add to crockpot.. Cook until meat and vegetables are tender. Serve with a hearty slice of baguette or other rustic bread, and with a full-bodied red wine such as **Canaletto Montepulciano d'Abruzzo** or **J.Lohr Seven Oaks Cabernet**.

Salmon with Red Cabbage and Red Wine Sauce

- 30 gm sugar
- 60 ml water
- 30 ml balsamic vinegar
- 60 ml shallot, finely chopped
- 120 ml dry red wine such as **Canaletto Montepulciano d'Abruzzo**
- 100 ml beef broth
- 5 ml cornstarch
- 4 pieces salmon fillet (about 4 cm thick at thickest part, 140 – 150 gm each)
- salt and pepper
- 10 ml olive oil

- 650gm red cabbage, cored, cut into 5 cm pieces
- 250 gm red onions, cut into 2 cm pieces
- 10 ml fresh thyme, finely chopped

Bring sugar and half the water to a boil in a saucepan, stirring until sugar is dissolved, and the mixture is a golden caramel (about 5 minutes). Remove from heat and carefully add vinegar and shallot and swirl pan over low heat until caramel is dissolved (about 1 minute). Stir in wine and boil until reduced to about 60 ml (about 5 minutes). Add beef broth and boil until reduced to about 220 ml (about 8 minutes). Whisk together cornstarch and remaining water, then whisk into sauce and boil, whisking, 1 minute. Season sauce with salt and pepper, cover and keep warm. Fry salmon fillets in half the oil on both sides over medium heat until just done. Cover and set aside.

Heat 5 ml of oil in a 12-inch nonstick skillet over moderately high heat until hot but not smoking, then sauté cabbage, onions, thyme, salt, and pepper, stirring (3 minutes). Cover skillet and reduce heat to moderate, then cook, stirring occasionally, until cabbage is tender, about 12 minutes more. Serve the sauce on the salmon which is on the cabbage/onion mixture. This pairs well with **Segura Viudas Lavit Rosado Brut** or **Cave de Tain Queen of Syrah**.

Paimpec au sujet de vin

Ma visite sur le site de Vinexpo m'as appris beaucoup de choses au sujet du vin en France, mais cela m'as également fournis une masse d'information que je me ferais un plaisir de vous divulger au fils des mois à venir. Rester donc aux aguets des prochains « Splicing the Mainbrace ». Dès fois nous sommes si près d'une situation que nous ne remarquons pas l'impact de notre effort sur le reste de l'industrie. Je vous présente donc le résumé d'un rapport fournis par les principales autorités du marché du vin dans le monde. Le Marché canadien du vin est en pleine explosion et ses ventes augmente trois fois plus rapidement que n'importe où au monde.

Des statistiques vitaux sur les vins et les spiritueux annoncé par Vinexpo, la plus importante exposition de vins et alcool au monde, ils ont démontrés hors de tout doute que le marché Canadien est en croissance jusqu'à trois fois la moyenne mondiale dans le domaine de vente au détail. Cette information se retrouve dans l'étude bi-annuel du Current Trends in the International Wine and Spirits Market and Outlook to 2012, par la firme britannique IWSR pour le compte de Vinexpo.

Suivant cette étude phare, la consommation mondial de vin va s'accroître de 6% d'ici à 2012 pour atteindre les 2.816 milliards de caisses. Au Canada de 2003 à 2007 les

consommateurs ont apprécié plus de 454 millions de bouteilles pour une augmentation de 26.62%. L'étude prédit également qu'il y aura une augmentation de la consommation de vin atteignant le 49,587 millions de caisses d'ici à 2012. En 10 ans les canadiens aura accru à un rythme de 6.5% par an comparativement a un taux de 1.4% pour le reste de la planète.

La vente au détail, qui intéresse particulièrement vos humbles serveurs, sera le miroir de la croissance en consommation. Tandis qu'il y a eu un accroissement de plus de 29% entre 2003 et 2007, les ventes vont augmenter d'un autre 26.05% entre 2008 et 2012 pour atteindre \$5,642 milliards. Le chiffre de 26.05% représente trois fois le rendement mondial que les experts établissent aux alentours de 9.56%.

Ce que tous ces chiffres signifient en plus c'est que malgré une soi-disant crise économique nous retournons à la base, l'homme étant foncièrement égoïste il ne se privera pas des plaisirs que lui offre ces capacités.

Le Canada est devenu depuis 2007 le 6^{ième} plus important importateur de produits étrangers en volume au monde avec ces 31.9%. Rien ne laisse prévoir un quelconque ralentissement dans cette tendance. Et le volume des vins canadiens sont passés à plus de 124 millions de bouteilles un accroissement de 16.58% sur 2003.

Des augmentations remarquable sont remarqué dans les spiritueux également.

Ce sont des chiffres, beaucoup de chiffres mais aussi une illustration flagrante du travail qui est a faire pour enseigner les gens. Ces chiffres proviennent de l'étude de marché de IWSR. Dirigée depuis 2001 et cela durera jusqu'en 2010. L'étude a été conduite dans 28 pays et dans 114 marchés de vins et spiritueux

- Marc Paimpec, Certified Sommelier

Oktoberfest in Tatamagouche

The 30th annual Oktoberfest in Tatamagouche will be held September 25 and 26. Come and sample the hospitality of the North Shore Bavarian Society, the singing and polka music, good German snacks, and, of course, **Warsteiner Premium Verum** beer and **König Ludwig Weissbier**.



Indulge in St. Andrews

Indulge, New Brunswick's festival of food and flavours, will be held in St. Andrews-by-the-sea October 16 to 18.

Mainbrace will be at a number of the events pouring a selection of our fine wines.

Chamard on Red Wine

Over the next few issues of **Splicing the Mainbrace** I plan to discuss various aspects of red wine. This issue the topic is appropriate serving temperature. Then will come decanting/breathing or not, then choosing a red wine to cook with, then what to do with red wine that is left over, then (whatever you suggest—send me questions!)

If you want to see a response of horror in most restaurants, ask that your chosen red wine be served in an ice bucket. "What? Don't you realize that red wine should be served at room temperature, not chilled?"

Yes indeed, but there are two reasons why chilling might not only be desirable but also the right thing to do. The room temperature rule was developed in England during the 18th and 19th centuries. Anyone who has spent any time in an unmodernized English castle or old mansion will vouch for the fact that "room temperature" now is not room temperature from a couple of centuries ago. Even in winter, we keep our rooms much warmer than was common in the days before central heating. And in the summer, mother nature typically ensures room temperatures in the 20°C - 30°C range. So we have warm rooms these days.

What did "room temperature" originally mean? Current best guesses are in the range 16°C - 18°C. So for most reds you will not go wrong if you serve them within this range. If the temperature is much below 16°C, the subtle flavors and textures will be lost. If the temperature is much above 18°C, the wine will taste somewhat flat and totally non-refreshing. Note I wrote "for most reds."

For light, fruity reds such as Beaujolais, 12°C - 15°C is a better serving temperature to boost the refreshing character of the wine. Big reds like Bordeaux, Cabernet Sauvignons, serious Zinfandels etc., can be served at between 17°C - 20°C to enhance the big flavour profiles of these wines. In between, there are a large number of relatively simple Pinot Noirs, light Riojas, lower end Merlots etc. that taste best in the 15°C - 17°C range.

So unless you have great air-conditioning (in summer) and barely functioning heating (in winter) do yourself and your guests a favour by lightly chilling your red wines. And feel free to horrify your restaurant wine server. (In fact, asking

for chilling is a good test of how wine-savvy your server and restaurant is. Some restaurants have excellent climate controlled storage for both their white and red wines. Your server should be your guide, but don't hesitate to ask.)

- John Chamard, Certified Sommelier

Coming soon

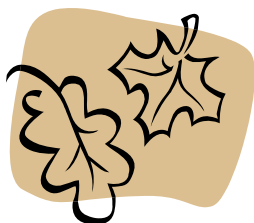
König Ludwig Weissbier in New Brunswick. This top quality wheat beer is brewed from the finest Hallertau aroma hops, malt from selected wheat, and the brewery's own specially-cultured pure yeast strain. The beer is golden in colour and naturally cloudy since it is unfiltered. It is well-balanced and malty with aromas of apples and bananas.: The Munich Viktualienmarkt suggests a late breakfast combination of Weissbier and weisswurst, the classic veal sausage flavoured with lemon and parsley. Mussels steamed in **König Ludwig** are a delight. Now that's a combination to try!

Warsteiner Dunkel in New Brunswick This is the famous **Warsteiner** dark beer. A complex, round, full beer, it pours out dark like coffee and a thin light tan head forms. It has a nose of roasted malt and minimal hops. It has a great coffee flavor with some dried fruit, and just a kick of bitterness. This is not only a great quaffing beer, but opens up new taste possibilities (see below).

Dunkel Float

In a tall glass; put one or two scoops of ice cream (vanilla works well here, but experiment a bit to define your taste) top it up with well-chilled Warsteiner Dunkel. Now that's a real ice cream float!

And, especially for the NB Import Beer promotion in October, look for Belgium's Abbaye des Roc. This is a pure malt beer with no added sugar. The range of tastes is directly linked to the double fermentation, the unique qualities of the malts (7 different types used in the brewing) as well as the blend of 3 kinds of hops. The colour is deep with dramatic red tones. Its aroma is strong and sweet. Its taste is rich and subtle. The full bodied texture has a tangy almost sharp character that is nicely balanced by a certain fruitiness. These two elements are apparent throughout the palate and then come together for a very satisfying finish.



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 of Atlantic Canada.. 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.

Mainbrace est une agence qui s'efforce de fournir une diversité de produits de vins, de bières et de spiritueux. Nous représentons une vaste gamme de vignobles, auprès des monopoles provinciaux. Nous voulons faire apprécier nos produits d'une manière responsable auprès de nos clients. Notre volonté est d'aider les agences et succursales à s'acquitter de leurs tâches. Nous pourvoyons une formation pour les licenciés et leurs employés afin de présenter de manières adéquates nos produits.

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