

SHOWCASE COLLECTION WINE KITS

CELLAR CRAFT™
INTERNATIONAL



THE HIGHEST STANDARD OF EXCELLENCE IN WINE KITS

Founded upon over 50 years of winemaking heritage and developed by professional winemakers. International grapes, chosen from vineyards in over 16 regions of 8 countries on 4 continents. Produced in state-of-the-art facilities with temperature controlled cellars; a flash pasteurizing process to preserve vineyard fresh character and a fully equipped quality assurance laboratory. Our head winemaker received her Masters degree in Europe and has practiced her trade in Canada and abroad. She has counseled several wineries, both in B.C. and overseas; been instrumental in the creation of several VQA, award winning wines, and served as judge on the Okanagan Wine Festival Wine Makers' Choice awards panel. Guaranteed highest quality and consistent results - every batch.

SHOWCASE COLLECTION FROM CELLARCRAFT

Our most distinctive and unique creations have been selected to carry the Showcase Collection banner.

Many of our wine kits stand apart from our other offerings and have been deemed worthy of Showcase designation. Their distinction may come from breakthrough technology, such as our exclusive Crushed Grape Packs or our unique two-stage oak system; best of the vintage Limited Release status; unique regional wines, usually vineyard-designated, reflecting distinctive character; or simply any wine which we believe reflects a new level of excellence or discovery for the wine hobbyist.

The demanding criteria for Showcase wines means that they may be in limited supply or isolated to a specific vintage. The level of excellence may require extra processing steps and, while designed to be bottle-ready in as little as 6 weeks, may require lengthier processing and cellaring time to show at their peak. With vineyard-specific sourcing, our Showcase wines will reflect subtle, and not so subtle, differences from vintage to vintage. Vintage variations are after all part of the intrigue and charm of small lot, estate wines. All Showcase wines are proudly presented as being wines which we believe the most ardent wine enthusiast will be rewarded in discovering.



CELLAR CRAFT WINE LEGEND

Oak

- 0 – Unoaked
- 1 – American Toasted
- 2 – American Untoasted
- 3 – French
- 4 – Hungarian Shavings
- 5 – Hungarian Oak Cubes
- 6 – Acacia Wood Cubes
- 7 – Hungarian medium toasted cubes
- 8 – Hungarian natural oak shavings

Body

- 1 – Light
- 2 – Light/Medium
- 3 – Medium
- 4 – Full
- 5 – Very Full

Sweetness

- 0 – Dry
- 1 – Off Dry (230mL flavour reserve)
- 2 – Sweet (470mL flavour reserve)
- 6 – Very Sweet (2.0L flavour reserve)
- 10 – Dessert Wine

RED SHOWCASE WINES

CRUSHED GRAPE PACKS

CellarCraft uses over 12 pounds of virgin, varietal grapes to produce “Crushed Grape Packs” for true, on-the-skins fermentation in its Showcase reds.

All of the natural skins and solids from variety-specific grapes are captured for extra extraction of aromatics, flavour, tannin, colour and body during the fermentation stage.

The finished wine shows character never before possible from a kit. Truly a quality breakthrough! Available in 16 varieties.

Each kit is in the 18L format.

Amarone style with “Super Pack”

Oak 2 (double) / Body 5 / Sweetness 0

Winner of 8 medals in 2008* Amarone is a legendary, assertive wine of the Valpolicella area in Italy. Unique and distinctive character comes from the addition of dried grapes during fermentation. The resulting depth is likened to Port or Late Harvest wines but without the sweetness.

The wine has a foundation of Corvina, Rondinella and Molinara grapes from the Veneto region. The must is fermented on crushed varietal grapes from over 10 pounds of virgin fruit plus 4 pounds of whole red wine grapes which have been sun-dried to concentrated perfection. A double dose of untoasted oak is used to balance the wine and, with aging, tame the natural tannins.

The wine is full-bodied, deep garnet colour and richly dry. Notes of plum, sour cherry, raspberry and vanilla gradually marry with anise, bitter chocolate, coffee, tobacco, leather and fig tones that develop with age. Long, lingering finish and alcohol that should exceed 15%. Try to give this wine at least 1 year of aging to enjoy the truly remarkable Amarone experience.



Rosso Fortissimo

Oak 2 & 3 / Body 5 / Sweetness 0

Multiple medal winner* Our original “Crushed Grape Pack” wine. Super-Tuscan styled wine vinted from Cabernet Sauvignon, Merlot, Sangiovese and other native Italian varieties. Fermented on Yakima crushed Merlot grapes



A big, full-bodied wine with solid structure and bold fruit notes. Complex cassis, plum and cherry notes balance the bold tannins. French and American oaks contribute toasty vanilla and greater depth in this intense wine.

Like all “Crushed Grape Pack” wines, a minimum of 6 months aging is required to begin to see harmony develop. A year is better and 2 years yield a very special wine for your enjoyment.

Chateau Du Pays

Oak 1 / Body 5 / Sweetness 0

Multiple medal winner* In the style of fine wines of the southern Rhône Valley. This wine derives its complex character from Syrah, Carignan and Grenache grapes. Fermented on Syrah and Grenache crushed grapes.

Rich flavours suggestive of cherry, raspberry, blackberry and plum combine with notes of pepper and chocolate. The finish shows a subtle herbaceous note and a suggestion of cedar and violets.

Enjoyable after 3 months but does show its harmonious best after 9 months.



Syrah:

Oak 4 & 5 / Body 5 / Sweetness 0

Rattlesnake Valley Vineyard, Yakima Valley, Washington

Multiple medal winner* Wine & Spirits magazine recently described Yakima Syrah as: "...easily in a league with those from the northern Rhône and southern Australia ... bold, rich and lively, seductively perfumed and heroically structured with a kiss of elegance".



Expect an aromatic rush of red and black fruit; hints of chocolate, coffee and licorice followed by the spiciness of black pepper in the Rattlesnake Valley Syrah. Our 2-stage oak aging keeps the fruit in check and adds great structure.

The deep-purple hued wine shows well after a minimum of 3 months but definitely benefits from extended aging. 1 or 2 years in the cellar will allow the wine to grow to its full, unbelievable potential.

Cabernet – Shiraz:

Oak 3 & 4 / Body 5 / Sweetness 0

White Sands & Rattlesnake Valley Vineyards, Yakima Valley, Washington

Yakima Cabernet and Syrah (Shiraz) are often compared to the great wines of Australia, but they are also recognized as having their own, perhaps more sophisticated charm. We agree and suggest that if you enjoy the big fruity reds from down-under, you will want to discover why there is so much buzz about the powerhouse reds grown in Yakima.



Medal winning* blockbuster with a rush of blackberry, plum, cherry and candied orange fragrances. Followed by flavours of currant, fig, cedar and spice intertwined with a beautiful balance of toasted oaks. Rich, elegant finish.

Powerful flavours of fruit start to come together after 2-3 months aging. After 6-12 months the tannins soften and the wine's elegant charm really starts to reveal itself. Can be cellared for more than 2 years.

Malbec: Argentinean

Oak 4 & 5 / Body 5 / Sweetness 0

Already an award winner* The definitive star of Argentina. Robert Parker Jr., the world's foremost wine guru has stated "(...Argentinean Malbec's) place in the pantheon of Noble wines will be guaranteed".

Our Malbec is distinguished by its dark, dense structure; full-rounded mouth-feel; prominent, lush flavours of ripe cherry, black currant and black berry; subtle notes of clove, vanilla and caramel with background suggestions of earthiness. The bright, vibrant edge is beautifully counter-balanced by our 2-stage Hungarian oak process.



Merlot:

Oak 2 / Body 5 / Sweetness 0

White Sands Vineyard, Yakima Valley, Washington

Bold, yet elegant. This Yakima Valley Merlot is big and full with up-front waves of raspberry, blackberry and plum. Subtle notes of cedar and mocha follow the fruit. Over time, the flavours harmonize while the select oak contributes a tempering vanilla note and establishes a sumptuous combination of textures and well defined structure.



Dark, rich and intense, it is a wine worthy of aging; will continue to improve for at least 2 years in the bottle.

Pinotage:

Oak 3 & 5 / Body 5 / Sweetness 0

Du Plessis Organic Vineyard, Breede River Valley, South Africa

Multiple medal winner* Pinotage is a cross of Burgundy's delicate Pinot Noir and Rhone's robust Cinsault. It has become the trademark grape of South Africa. The Du Plessis vineyard is situated on the slopes of the Keeromsberg Mountains at 6,800 feet above sea level, where it enjoys a combination of hot days and cool nights – ideal conditions for fine Pinotage. The vineyard is certified as being fully organic.



The finished wine is a remarkable example of the complex and distinctive character of South Africa's unique red wine. It releases aromatics of black pepper, red currant, vanilla, spice, cedar, toasted hazelnuts, cherry and trademark notes of banana. Slight earthiness. The flavours are complex with dominant currant, cherry, banana, blackberry, vanilla and toastiness. Beautifully balanced. Great colour. Medium, soft tannins. Long, clean finish.

The mature character should be revealed in 6 months and further refinement is expected for up to 2 years.

Zinfandel:

Oak 1 & 2 / Body 5 / Sweetness 0

Old Vines, Ferrero Vineyards, Lodi California

Multiple medal winner* Direct from the vineyard in Lodi where sandy, clay loam soil; hot days, cool nights and 35 year old vines combine to produce unique grapes bursting with complex, concentrated flavours.

Exhibits silken layers of multidimensional delight. It starts with an up-front core of blackberry and dark cherry aromas, followed by suggestions of blueberry, raspberry, cranberry and dried plum. Undertones are of chocolate, almond and exotic spice. Ends with an unmistakable black pepper sensation.



Enjoy your first bottles after 2-3 months when the powerful fruit flavours dominate. However, do cellar some for months, or years, to experience a more refined balance and the vast array of characteristics which time integrates into harmonized waves of complexity.

Zweigelt:

Oak 4 & 5 / Body 5 / Sweetness 0

Weingut Huber, Traisental, Austria

Pronounce "tzvi-gelt"

Winner of 10 Gold medals in 2008* Austria's most widely planted red is a cross between St. Laurent and Blaufrankisch. It has gained favour because of its appealing fruit and spice character, likened to a Cotes-Du-Rhône. It is also cold hardy and early ripening – important traits in the cool Austrian vineyards.



Our Zweigelt comes from the Huber family estate which is now being farmed by the 9th generation. Dark cherry in colour. An opulent bouquet of red fruit, including raspberry, cherry and currant, stands against a background of vanilla, black pepper and a hint of licorice. There is also a certain earthiness on the nose that provides a compelling counter-balance to the lively fruit and spice. The flavours echo the cherry, currant and earthy aromatics. The initially rustic tannins quickly mellow into a nicely structured state and contribute to a nice, long finish.

This Zweigelt is a great food wine. It is the wine of choice for Austrian favorites like garlicky pork, cabbage and apples and braised shanks or ribs. A spicy, fruit-driven wine with moderate tannins that is a welcome alternative to universally produced Cabernet, Merlot and Syrah. A wine that you will want to discover.

Cabernet – Merlot:

Oak 3 & 5 / Body 5 / Sweetness 0

Bare Ridge Vineyard, Walla Walla Washington

Multiple medal winner* The Walla Walla appellation is very special. Its outstanding reds were what first put Washington on the world wine map. The wines are now grouped with world standard reds from Bordeaux, Napa and Sonoma. Walla Walla Cabernets and Merlots consistently rank in top 10 lists of the finest from the Americas.



Our Bare Ridge offering is the classic Bordeaux blend of Cabernet and Merlot but typifies the unique Walla Walla profile of intense fruit and spice flavours and aromatics. Notes of currant, cherry and plum are backed by hints of black pepper, anise and coffee. Two-stage French and Hungarian oaking nicely mellows the tannins and adds a suggestion of toastiness.

New... Carmenere:

Oak 7 & 8 / Body 5 / Sweetness 0

Colchagua Valley, Chile

Multi-flavoured Carmenère from Colchagua shows best when processed with extended oak contact. Again we utilize our break-through, two-stage oaking system. Hungarian oak shavings are introduced at the start of fermentation; then lightly toasted Hungarian oak cubes are used for further extraction during the post-fermentation stage. The oaks together add surprisingly soft tannins, subtle toast, and vanilla which provide a terrific backdrop to the aromas and flavours of blackberry, black cherry, tropical fruit, and spice from the grapes.



With age, notes of coffee, mocha, and tobacco can be expected along with a mineral tang that forms as part of the lengthy finish. The wine is medium- to full-bodied with bright ruby colour. Its charm will begin to show after 6 months of cellaring, and it should continue to develop for at least 2 years.

New... Tempranillo:

Oak 5 & 8 / Body 5 / Sweetness 0

La Mancha, Spain

Tempranillo has long been the star grape of Spain and is grown in several areas, producing many styles. La Mancha Tempranillo is characterized by a juicy, fruity quality with bright aromas and flavours of ripe cherries followed by hints of cocoa and spice. It shows a racy texture and is medium-bodied. The style will appeal to those who enjoy modern, approachable style Chianti, Beaujolais, or Valpolicella.



As a plus, we believe you will find that our unique oak treatment adds extra complexity and depth, making our Tempranillo more versatile with food pairings. Our oak process yields soft tannins and contributes warm vanilla to the nose as a perfect balance to the dominant cherry aromas and background suggestions of black currant and spice. Flavours echo the aroma with layers of vanilla, currant, coffee, and black pepper that linger through the attractive finish. While young, the wine profiles its powerful fruit character. After 4-6 months in the bottle, the fruit begins to integrate with the oak and develop a more lush, balanced complexity. Will continue to develop for at least a year.

New... Barbera:

Oak 1 & 5 / Body 5 / Sweetness 0

Piedmont, Italy

Barbera has been the most popular grape in the Piedmont region in Northwest Italy for centuries. In recent years, as growers and winemakers have been adopting more modern techniques, Barbera has undergone a remarkable transformation. With new vineyard care, especially around Alba and Asti, it has emerged as a top-ranked wine which readily withstands comparison to noble Nebbiolo (Barolo) but does not require the extended ageing that Nebbiolo demands.



Deep ruby, medium-bodied, and fruity in its youth, it ages to impressive depth and elegance. The fruit in our 2 year old samples remains as fresh and inviting as it was at 6 months. The oak and tannins have mellowed to a soft and well-rounded impression that lifts the fruit to a most attractive level. We are beginning to better understand why the wines of today's Piedmont Barbera can retail up to \$100.00.

New... Cabernet Sauvignon:

Oak 4 & 5 / Body 5 / Sweetness 0

Sunset Ridge Vineyard, Red Mountain, Washington

Multiple Medal Winner* Red Mountain officially received AVA (American Viticulture Area) status in 2001. AVA status recognizes the area's unique soil and climate conditions creating a taste profile in its red wine that is truly distinct to the region. The vineyards have high calcium carbonate content in their soil. This imparts a distinctive chalkiness which combines with the powerful dark fruit qualities of the grape to create the big, chewy mouth-feel that is a clear signature of Red Mountain Cabernet. Another distinction is a hint of orange peel or Grand Marnier-like aromatics and flavours. Together these two traits make Red Mountain Cabernet immediately recognizable, highly prized, and much sought after.



The grapes enjoyed excellent growing conditions in 2007 and were harvested at 24 Brix, 3.5 pH, and 6.0 g/l total acidity, and with fully developed flavours.

Age the wine at least 1 year; then save some to enjoy after 2, 3, or 4 years in the bottle. A wine for your best cuts of beef or lamb and luckiest friends

New... Shiraz:

Oak 3 & 5 / Body 5 / Sweetness 0

Stellenbosch Hills Vineyards, Stellenbosch, South Africa

Multiple Medal Winner* Our outstanding, award winning 2007 Limited Release is back as part of the regular Showcase Collection. This Shiraz from South Africa's Stellenbosch region continues to gain international recognition for its distinctive new style. It may best be described as having Rhône-style backbone but with heady, New-World, up-front fruit. It is however more refined than many Australian "fruit bombs."



Fermentation on a Crushed Grape Pack of Stellenbosch Shiraz grapes ensures that the wine shows heightened layers of blackberry, boysenberry, fig, and plum, followed by notes of cocoa, chocolate, and coffee. It subtly shows the trademark black pepper note common to all Syrah and Shiraz. Two-stage oak treatment, using French and Hungarian oaks, contributes vanilla and toast while harmonizing the many flavours within the wine. A subtle hint of mineral remains in the background, then accompanies the fruit through the long finish.

The wine will begin to show its potential after 6 months ageing and should continue to develop for at least 2 years. Will pair wonderfully with all of your best red meat meals. Sure to impress your guests.

WHITE SHOWCASE WINES

THEY BEGIN IN THE VINEYARD

Exceptional grapes are used for our Showcase Collection. Most are harvested from specific blocks of named vineyards. All are given exceptional care during processing to ensure that all of the desirable character is retained and that no undesirable qualities are introduced.

Care starts in the vineyards where we stipulate that yields must be controlled to less than 3 tons per acre. Intensity of flavours is preserved.

The grapes are crushed and pressed in small batches using gentle bladder presses. No bitterness is introduced through overly aggressive juice extraction.

The juices are settled only by gravity. No fining agents, filters or centrifuges are used. This leaves all of the desirable solids in the juices so that they can impart their flavours and esters into the wine during fermentation. The juices typically go from the vine to our freezers, at -18 degrees, in less than 24 hours.

No sugars have been added to the must.

No non-grape flavours, esters or botanicals have been added to the kit.

We hope that you will agree that this attention to quality produces wines like you have never before experienced from a kit or bought juices.

Note: Minimum processing creates superior flavours and aromatics but you may occasionally encounter "wine diamonds" in the bottle or glass, especially if the wine was over-chilled or stored several days in the refrigerator. These are natural, tasteless, harmless and inert. Simply pour the wine, gently trying to leave the crystals in the bottle.

FROM WASHINGTON STATE

Chardonnay: Yakima Valley

Oak 6 / Body 5 / Sweetness 0

We have been using Yakima Chardonnay for several years to add top note flavour or complexity to several of our wines. It finally gets a starring role in this new Chardonnay which is designed to reflect today's style of Chardonnay.



It has fruit-centered aromas and flavours of citrus, green apple and pear held together with balanced, juicy acidity.

We are currently completing several wood-contact trials to determine how best to introduce vanilla and spice notes

while adding structure to frame the pleasant fruit. When released, we expect to see a brisk, medium weight Chardonnay typical of the Yakima style. The more refined style will make for a broader range of synergistic food pairing possibilities.

We think that this wine may make you change your mind about Chardonnay, if you have tired of the brawny, over-oaked wines which have become so common-place.

Gewürztraminer – Riesling:

Oak 0 / Body 5 / Sweetness 2

Snipes Valley & Cherry Hill Vineyards, Yakima Valley, Washington

Multiple medal winner* Peach and melon undertones from Riesling marry beautifully with the spice, mango, grapefruit and lychee notes from Gewürztraminer. Incredibly elegant with a hint of sweetness from our Riesling-based Flavour Reserve. Enjoy young and fresh or cellar for a more harmonious profile. Extremely food friendly. Enjoy young and not over-chilled.



Gewürztraminer:

Oak 0 / Body 4 / Sweetness 1

Snipes Valley Vineyard, Yakima Valley, Washington

Pronounce "geh-voort-strah-mee-nehr" or simply "geh-voortz"

Multiple medal winner* Snipes Valley Vineyard has cooler slopes where Gewürztraminer develops with a racy edge and pronounced spiciness and fruit that defines the wine. A powerhouse of lychee, mango, grapefruit, honey and spice. Our exclusive, all natural "Flavour Reserve" finishes the wine off-dry for a lovely, lingering final impression.

Enjoy young and racy or age longer for a more refined profile. Lightly chill and enjoy with most Asian foods.



Viognier:

Oak 0 / Body 5 / Sweetness 1

Yakima Ridge Vineyard, Yakima Valley Washington



Multiple medal winner* An amazing, full-bodied, aromatic wine with a creamy mouth-feel. Unbelievable aromas and flavours of apricot, mango, pineapple, guava, kiwi, tangerine, orange blossom and spiced pear

absolutely dazzle the senses. Our Flavour Reserve balances the grape's edge and creates a full, off-dry, lingering finish.

On its own, 1 glass will almost exhaust your palate. Pair it with spicy, Asian foods and discover magic! It is amazing with Thai curry. Drink young and not over-chilled.

Riesling:

Oak 5 / Body 5 / Sweetness 1

Cherry Hill Vineyard, Yakima Valley, Washington

Washington is renowned for producing the best Rieslings in the US. Cherry Hill Vineyard produces the best Riesling that we have experienced in Washington. It displays the classic intense perfume of green apple, pear and lime with a crisp acidity that defines great Riesling. It also has an opulently textured personality built around a pronounced orange blossom bouquet and spicy notes that together evoke thoughts of candied tangerine. A stunning wine that, from the 2005 vintage, reaches heights we have not before seen. With this treasure in our cellars it was clear that we had to revamp our blend to pack even more of the pure juice into each kit so that our customers could experience the maximum impact that this wine delivers.

Serve lightly chilled with a wide variety of foods including fowl, pork and sea foods. Ideal with Chinese and Thai dishes.



Pinot Gris:

Oak 0 / Body 5 / Sweetness 1

Lazy Lizard Vineyard, Yakima Valley, Washington

(PEE-noh GREE; Also known as PINOT GRIGIO)

Winner of 3 Gold medals in 2008* Displays aromatic notes of green apple and lemon against a floral and honeyed background. Our natural Flavour Reserve creates a rich mouth-feel with tangy fruit acid balancing the hint of sweetness. Floral and mineral notes persist in the lingering finish.

The wine's full character and charm become most apparent after several months of bottle aging. Should show well for up to 18 months. A good choice for foods rich in butter and oil, garlic and lively spices. Consider for shrimp, crab and fish dishes; rich pastas; cannelloni with ricotta, chicken and most Chinese and Thai dishes. Serve lightly chilled.



FROM AUSTRIA

GRÜNER VELTLINER:

Oak 0 / Body 4 / Sweetness 1

Weingut Huber, Traisental, Austria

Pronounce "g-roo-nuhr-felt-lee-nuhr" or simply "GRU-V"

Winner of 3 Gold medals in 2008* Gruner Veltliner has been grown in Austria since before the Romans conquered the land. It is Austria's indigenous grape variety. Today, at least 2000 years after it's first plantings, Gru-Vee is still Austria's most widely planted grape.



The reason for the adoration of this wine is that, like Chardonnay, it is a full-bodied, fruit-driven wine with a big creamy texture and at a much more reasonable price.

Additionally, Gru-Vee is never heavily oaked and, as a member of the Traminer cépage, has an enticing spiciness that makes it perhaps the most versatile food wine in the world. It even pairs well with the likes of artichokes and Asparagus – foods that generally destroy lesser wines.

Our Gruner Veltliner from the more than 200 year old Huber Estate in the Traisental region will serve as an excellent introduction to this ancient wine. The wine has a green – yellow hue. Complex aromatics are reminiscent of apple, pear, grapefruit, honeydew, honeysuckle, banana, and peach. The flavours echo the melon, apple, citrus and peach aromas. The medium-bodied wine shows just a hint of sweetness to balance the natural acidity. The finish lingers pleasantly.

Works well with foods. Spicy Asian dishes would be a good pairing to discover the wine's ability to enhance diverse dishes. Best enjoyed after a couple months of bottle aging and within a year. Don't over-chill.



Discover the global pleasures of Cellar Craft
- wines without borders -

Information in this brochure is based upon blends at time of printing.

The Wine Maker may modify for quality refinement from vintage to vintage.

**Medal winners in this brochure refer to the 2008 Wine Maker Magazine Competition.*

Wine Maker magazine has granted the re-use of the copyright protected results of the WineMaker International Amateur Wine Competition. For more information on the competition, please visit www.winemakermag.com
CELLAR CRAFT is a registered trademark of Vitality Foodservice, Inc. • ©2008 Vitality Foodservice, Inc. All rights reserved.



