

AWARDS

June

EDITION

2009

RAISE A GLASS

WHEN THE OCCASION CALLS FOR SOMETHING SPECIAL

Wines for
the Grill

Icewine BBQ
Tenderloin Fillet

And the
Winner is...

Join Us at the
Tasting Bar

June
Specials

Celebrate Dad!
SUNDAY, JUNE 21



award winners

Magnotta 2004 Merlot
Limited Edition VQA

Magnotta 2006 Vidal Sparkling Ice™
Merritt Road Limited Edition VQA

Magnotta 2006 Pinot Noir
Special Reserve VQA

At Magnotta, the quest for quality is at the core of our winemaking philosophy. Raising the bar of winemaking excellence is a way of life for us. The proof is in every bottle of our wines and comes to us in the form of the many awards we've won at the world's most discerning and respected wine competitions. Wine judges the world over have awarded Magnotta the highest accolades. So come and see us this summer for all your wine needs—especially the wines you'll be serving with all of your barbecued favourites. Grilled foods partner with wine in a way that's sheer magic. We'll help you make this barbecue season a special one. And remember, our toughest wine judges aren't the ones at the competitions. They're you, our customers. *Cheers!*

MAGNOTTA
The Award Winning Winery



Wines for the Grill

Time to light the coals, pour a glass and enjoy!

BY CESAR VALENTE, FINE WINE SPECIALIST—MAGNOTTA WINERY

The pleasures of barbecued food have been with us almost from day one. Historically, the act of grilling food became the genesis of what we today regard as the culinary arts. That very first piece of food grilled over an open fire made clear to our primitive ancestors they were on to something good. Grilling food, be it meat, vegetables or fruit, serves to intensify the natural flavours through caramelization. As foods grill, their water content is lessened, further enhancing the richer and more focused flavours. Also, the flavours of grilled foods combine with one another to create truly delightful taste experiences. In days prior to the advent of preservation or refrigeration, thoroughly cooked grilled foods were not only tastier but safer to eat.

While the origins of the word 'barbecue' aren't agreed upon, the merits of cooking that way certainly are. Even to the uninitiated, barbecuing is easy, yet the end result often makes even a novice seem like a master chef. The tools involved are relatively few, the available seasonings, rubs and marinades are many and easy to apply and the choice of grill to use easy to make. Imagination, inspiration and experimentation are important to the end result, though not always necessary. Because grilling is easy and fun, it's also conducive to social interaction as it's usually done outdoors. It typically becomes the heart of an informal summer backyard event filled with appetizing and hungry anticipation. All we need now is some wine.

Intensely flavoured foods and intense wines are natural partners. Occasionally, however, full flavoured foods are more effectively paired with wines that cleanse the palate instead, leaving it set up for that next delicious bite. Personal preference and experimentation are key factors in achieving the best food and wine pairings. Also, don't think of wine as just a beverage to be served with grilled foods. Wines are every bit as good when used with other seasonings as barbecue marinades. Try an outstanding **Magnotta Icewine** dabbed on to chicken or beef as a glaze with your favourite rub before grilling. The end result is simply delicious.

From lively and bold reds to crisp whites, rosés and sparklers, now's the time to come see us at Magnotta about your wines for the grill. Talk to us about your personal preferences. We'll match you up with the perfect wines for your grilled favourites. With the hot Ontario summer upon us, it's definitely time to light the coals, kick back, pour a glass and enjoy!

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

Perfect for the Barbecue!

Lamb Chops with Garlic Rosemary Rub pair well with Magnotta's award winning 2004 Merlot Limited Edition VQA. Combine these ingredients: 4 cloves crushed garlic, 2 tsp. salt, 2 tsp. rosemary leaves, 2 tsp. cracked black pepper. Mix until well blended. Rub evenly over the surface of lamb chops and grill.

Also, the flavours of grilled foods combine with one another to create truly delightful taste experiences.



[SERVE WITH]
**2007 Cabernet Sauvignon
 Special Reserve VQA \$14.95**
**GOLD WINNER - 2009 CONCOURS
 MONDIAL DE BRUXELLES - BELGIUM**



Here's a barbecuing tip that Rossana Magnotta discovered recently while preparing a family meal. Rossana wondered what would happen if she rubbed Magnotta's luscious Icewine over her entire tenderloin fillet before putting it on the grill, so she tried it and her curiosity led to a wonderful surprise. "The Icewine's natural sugar created a beautiful caramelized finish and a magnificent, crisp taste. It was the talk of my table!", says Rossana.

Rossana's Icewine BBQ Tenderloin Fillet

- 1 Rub the fillet with all your preferred dry herbs and seasonings (except salt): crushed peppercorns, rosemary, dry mustard, garlic, etc.
- 2 Let fillet sit in refrigerator for 1 hour.
- 3 Brush fillet generously with Magnotta's 2007 Vidal Icewine Lake Erie North Shore Limited Edition VQA.
- 4 On high heat and with the barbecue lid open, sear the entire fillet to create a crust finish.
- 5 Reduce heat, close lid and cook until done according to your meat thermometer. Please note: The ends of the fillet will always be well done while the thicker, middle section will be more rare.

From the Magnotta Recipe Collection



Then make your dessert divine with...

**2007 Vidal Icewine
 Lake Erie North
 Shore LE VQA**

**GOLD WINNER -
 2009 VINALIES
 INTERNATIONALES -
 FRANCE**

And the Winner is . . .

It's that time of year when we wait with anticipation to hear the results of some of the world's biggest wine competitions. So far in the last two months, we've won more than 100 awards in various North American and International events for many products—from our everyday table wines to our premium vintages as well as our world-famous Icewines.

The number of competitions has significantly grown and that's led some people to ask whether medals really mean anything anymore. Here's what they mean to us.

Firstly, awards assure us that we're offering high quality, exceptional wines to our customers. Secondly, receiving awards year after year is a genuine indicator that our wines are consistently of high quality—not just a stroke of good luck.



Most of all, we can truly say to our customers that our wines are world-class because we intentionally enter the most difficult and prestigious International competitions where the best wines from around the world go up against each other. Competitions like **Vinitaly** in Verona, the world's largest International wine fair that goes back 42 years; **Vinalies Internationales** in Paris, one of the few judging events backed by three industry associations; the **Concours Mondial** in Brussels with more than 6,000 wines from four continents. We're proud to say that we've just won Gold at all of these competitions this year.

Entering a judging event that's open to the world means we're competing with the best from Italy, France, Spain, Germany, Portugal and many more wine producing countries. These events boast quality standards and processes that are much stricter than other competitions as well as top notch judges from around the world. Prices are not revealed so our affordable wines are being judged on quality alone, right next to the most expensive premium wines. When you win Gold or Silver here, it carries enormous weight.

Today, wine consumers are buying less but buying better. Awards can help you make better buying decisions but don't be fooled by wineries waving medals at you. Do a little fact checking to understand the quality and integrity of the competitions they've entered and you'll be able to judge what the awards are really telling you about their wine.

ROSSANA MAGNOTTA
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 Chardonnay Barrel Aged Special Reserve VQA

Outstanding *Chardonnay* character for lovers of the world's favourite white grape.

GOLD WINNER - 2009 Concours Mondial de Bruxelles - Belgium

Quite possibly the ultimate barbecue white.



Magnotta 2005 Maréchal Foch Special Reserve VQA

A flavour packed barbecue classic with fruit and spice in perfect harmony.

Makes grilled meats taste even better.



Magnotta 2006 Riesling Dry VQA

Elegant fruit in a *Riesling* that's as dry and refreshing as white wine gets.

The summer heat will have met its match.



Magnotta 2004 Merlot Limited Edition VQA

A bold, forthright *Merlot* with a classic red plum, mulberry and cassis profile.

GOLD WINNER - 2008 Challenge International du Vin - France

Steak lovers, take note!



Magnotta 2006 Pinot Noir Special Reserve VQA

Pinot Noir of exceptionally rare depth and character. It's not always the 'heartbreak' grape!

GOLD WINNER - 2008 Wine Masters Challenge - Portugal

Serve it up with lamb, venison or wild game birds.



Smart Buy of the Month

SILVER
WINNER—
2009 Chardonnay
du Monde
-France



Magnotta 2007 Chardonnay VQA

This great *Chardonnay* just won Silver at the **2009 Chardonnay du Monde**, a prestigious, worldwide competition in France, where it competed with *Burgundian Chardonnays* that sell for more than \$50 a bottle. So even though you're paying just \$9.95 for our *Chardonnay*, you're getting a phenomenal wine that's been recognized as truly one of the best in the world!

Only \$9.95

June Specials

Magnotta
2006 Cabernet
Franc VQA
NOW **\$8.95**
Reg. \$9.95

Magnotta
2007 Tocai Italy
International Series
NOW **\$7.45**
Reg. \$7.95

Magnotta 2006
Tempranillo Spain
International Series
NOW **\$8.45**
Reg. \$9.45



More Specials Available In-store and Online.

Ends June 30, 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 Baco Noir VQA



A hearty Ontario classic. The perfect red for foods straight off the grill and an excellent partner to well aged cheeses or Calabrese-style sopressata. Serve slightly cool.

\$9.25

Subject to applicable deposit/bottle.

Events for June

NIAGARA NEW VINTAGE FESTIVAL | MAGNOTTA BEAMSVILLE

Come Taste Our Latest Award Winners!

SATURDAY, JUNE 13 & SUNDAY, JUNE 14, 2009 12 ~ 4 P.M. • SATURDAY, JUNE 20 & SUNDAY, JUNE 21, 2009 12 ~ 4 P.M.

Entertain this summer with Magnotta's latest world winning VQA wines: 2007 Chardonnay VQA, 2007 Cabernet Sauvignon Special Reserve VQA, 2007 Muscat Ottonel Medium Dry Special Reserve VQA and 2007 Gewürztraminer Medium Dry Special Reserve VQA. Taste all 4 wines with an assortment of gourmet cheeses and fresh baguettes! **\$10 without a Discovery Pass.**

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

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

SATURDAY, JUNE 6 & SUNDAY, JUNE 7, 2009 2 ~ 4 P.M.

The Perfect Sipping Wine

Enjoy a sample of Magnotta's refreshing and delicate 2007 Riesling Medium Dry VQA with a selection of gourmet foods featuring Rosenborg's Mellow Blue Cheese on gourmet crackers.

SATURDAY, JUNE 13 & SUNDAY, JUNE 14, 2009 2 ~ 4 P.M.

Sweet Sensation

Savour the sweet but zesty taste of Magnotta's 100% naturally flavoured raspberry spritzer: **Fruzzion**. Don't forget to pick up a case for the summer.

SATURDAY, JUNE 20 & SUNDAY, JUNE 21, 2009 2 ~ 4 P.M.

A Father's Day Celebration

Try one of Magnotta's magnificent, full-bodied and infamous blends: 2007 Meritage Limited Edition VQA served with roasted red peppers on crustini. A captivating red wine for Dad!

SATURDAY, JUNE 27 & SUNDAY, JUNE 28, 2009 2 ~ 4 P.M.

A Wine and Cheese Classic

Don't miss out on this spectacular crisp Chardonnay: Magnotta's 2006 Chardonnay Barrel Aged Special Reserve VQA, **GOLD WINNER** at 2009 Concours Mondial de Bruxelles in Belgium, paired delightfully with Vintners White Cheddar Cheese on gourmet crackers.

SIGNATURE EVENT | MAGNOTTA VAUGHAN

THE JOY OF SUMMER SATURDAY, JUNE 20 & SUNDAY, JUNE 21, 2009 12 ~ 2 P.M.

Celebrate the barbecue season with Magnotta! Join us at our Vaughan location and sample any of our **True North** premium crafted beers.

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 Hurlontario 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.*

CANADA DAY

VAUGHAN & BEAMSVILLE OPEN

WEDNESDAY, JULY 1, 2009 10 A.M.-6 P.M.

~ ALL OTHER STORES CLOSED ~

Three convenient ways to order:

~ Order by phone: 905.738.9463 1.800.461.9463

~ Order by email: online@magnotta.com

~ Visit our online store www.magnotta.com

Join our e-newsletter online!

MAGNOTTA

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.