



Springs Liquor Outlet Newsletter

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Store Hours
Mon – Thurs: 9am – 10pm
Fri – Sat: 9am – 11pm

Newsletter for Springs Liquor Outlet

Issue 22, November 2006

Dear Valued Customers,

Our next Family Card Weekend will be **November 9th, 10th, and 11th**. Family Card members receive 15% off all non-sale wines and liquors. Beer remains at 5% off, and there is no discount on kegs or cigarettes. No rain checks; no exceptions. Remember that you must be registered at SLO to receive the Family Card Discount. Discounts from other stores will not be honored, including recent memberships from the Colorado Liquor Outlet.

“We’ll Leave the Cooler on for You.” - **The SLO Staff**

Wine Rack – This month on Wine Rack we will be focusing on four specific wineries, Kendall Jackson, Penfolds, Clos du Bois, and Turning Leaf.

Kendall Jackson is one of the few major wineries that is family owned. In 1983 Kendall Jackson Chardonnay won the first Platinum Award ever presented by the American Wine Competition. For over 15 years running now, “KJ” has been America’s favorite wine. They grow grapes on some 12,000 acres of California Coastal vineyards, and continue to evolve their practices and increase the quality of their wines.

Penfolds has been producing remarkable wines for over 160 years and indisputably lead the development of Australian fine wine in the modern era. The introduction of Penfolds Grange Hermitage in 1951 forever changed the landscape of Australian fine wine, since then a series of standout wines - both red and white - have been released under the Penfolds masthead. These include Rawson’s Retreat, Koonunga Hill, Thomas Hyland, Bin series and fortified wines.

With warm sun and cool breezes in just the right measure, and exceptionally diverse soil types, the beautiful, 20-mile-long basin known as the Alexander Valley is a winemaker's paradise. Just over an hour north of San Francisco, in northern Sonoma County, **Clos du Bois** proudly carries on an Alexander Valley winemaking tradition that stretches back more than 30 years. A tradition of the highest quality grapes and the finest round, supple wines. A tradition you can taste in every bottle of Clos du Bois.

From sun-drenched hillsides and valleys to mild coastal plains, California offers an incredible variety of geography and climate, perfect for growing amazing grapes. And **Turning Leaf** Vineyards pick the pride of every California harvest from vineyards in the state’s finest grape-growing regions.

This month, we are offering **20% off** everyday low price on some of the wines from these wineries.

- Kendall-Jackson Vinter’s Reserve – All 750ml
- Penfolds – All types
- Clos du Bois – All types
- Turning Leaf – All 750ml except Coastal Reserve

Family Card Specials 20% OFF Everyday Low Price

Liquor

Bacardi Rum – ALL Sizes

- Silver
- Gold
- Select

Bombay Sapphire Gin
ALL Sizes

Grey Goose Vodka
ALL Sizes

Dewar’s White Label Scotch
ALL Sizes

Pearl Coconut Vodka 1.75L
50% OFF everyday low price

While supplies last. No rain checks

Beer Sales

New Belgium – All 12pk
\$11.99

- Fat Tire
- Sunshine Wheat
- 2 Below (new seasonal)
- Saison (while supplies last)
- Skinny Dip (while supplies last)

All Available in Cooler Door 35

All Sales and Specials may end anytime without further notice. While supplies last. No rain checks.

Brew on Focus – Paulaner

Brewed in Munich, Germany, Paulaner is known worldwide for its quality. The Paulaner monks brewed the first Paulaner beer in 1634. During the Lenten period forced to fast on only bread and water, the monks reasoned that beer could be brewed as “liquid bread” and not violate their Lenten promise. The Paulaner monks’ “liquid bread” became the world’s first Double Bock - Paulaner Salvator. Those were some enterprising monks who changed brewing history forever.

Hefe-Weizen is the company’s flagship style and brings the friendly, relaxed atmosphere of Munich’s beer gardens to America. It is a classic Bavarian wheat beer. “Hefe” in German translates to yeast and “Weizen” (pronounced Vi-Zen) translates to wheat. Yeast retained in the beer is responsible for the cloudy appearance of Paulaner Hefe-Weizen. A centrifuge process is used with traditional wheat beers to retain the yeast instead of the typical filtering process used with beers that are clear in appearance. Paulaner Hefe-Weizen contains 60% malted wheat and 40% malted barley.

Original Munich Lager – In Germany, there are provinces or states like we have in the U.S. Munich is the capital city of the province of Bavaria, which is sometimes called “The Cradle of the Art of Brewing.” It’s a place where beer is an art form to some and a religion to the rest. Currently, there are just over 1,200 breweries in Germany, 800 in Bavaria alone – more than any other country in the world. So to say Germans know beer is an understatement. Munich is the home of the Paulaner Brewery, which exists on the site of the original brewery founded by the Paulaner monks in 1627. Today the brewery is the largest in Munich and Bavaria and still one of the most revered.

Oktoberfest-Märzen – For his wedding in 1810, Ludwig I, the Crown Prince of Bavaria, commissioned all of the Munich breweries to develop a new style of beer to commemorate the occasion. The beer was so good that the party lasted for days and Oktoberfest beer was born.

Premium Pils – In Bavaria, where the pilsner or “Pils” style was nurtured, brewmasters hold pilsners in very high esteem and almost universally prefer it to any other style of beer. These true pilsner beers are long lagered and heavily hopped, resulting in a light, crisp beer with a dry, bitter finish.

Salvator – Being in Munich, the natural beverage of choice was a beer. Since this brew was created to observe Lent, it had to be special. So just after the celebration of Easter, Brother Barnabus started to brew his beer for consumption during the next Lenten period, 41 weeks away. The beer had to be hearty and full-bodied to stand up to the heat of summer and the cold of winter. Such a well-balanced beer would require extremely long lagering time and a new brewing process. Thus, the doppelbock (double bock) brewing style was born.

ThomasBräu is a non-alcoholic beer with true beer taste. ThomasBräu achieves its flavor through a special, patented brewing process utilizing reverse osmosis. All other non-alcoholic beers remove the alcohol from the beer via either heat or filtration. ThomasBräu delivers the true, all-natural Munich brewing heritage and taste in a non-alcoholic beverage alternative.

Currently on SALE – All 12pk \$12.99 and all 6pk \$6.99

Timely Cocktail – Thanksgiving Cocktail recipe

1 1/2 oz Wild Turkey bourbon whiskey
1/2 oz Apple brandy
1 tsp. Rose’s lime juice
4 oz cranberry juice

Fill Collins glass one-half full of ice, add ingredients and stir. Garnish with a lime wedge, if desired.

Upcoming Events

Family Card Weekend – November 9th, 10th, and 11th.

If you would like to receive the Newsletter and the Family Card Weekend notice via email, please send your request to support@slo1.net

On Sale

Saint Brendan’s
Irish Cream 1.75L
was \$21.99 now \$18.99

Appleton Estate VX
Rum 1.75L
Was \$28.99 now \$24.99

While supplies last. No rain checks

**Wines 20% OFF
Everyday Low Price
with Family Card**

Yellowtail
All types and sizes

Robert Mondavi
Private Selection
750ml

Lindemans
All 750ml

Beringer
Founders’ Estate
& Blush
All 750ml

Blackstone
All 750ml

While supplies last. No rain checks