

CELLAR CRAFT™

INTERNATIONAL
A DIVISION OF VITALITY FOODSERVICE CANADA CO.

“CRUSHED GRAPE PACKS” THE ULTIMATE QUALITY DIFFERENCE

*Cellar Craft uses over 10 pounds of virgin, varietal grapes to produce
“Crushed Grape Packs” for true, on-the-skins fermentation.*

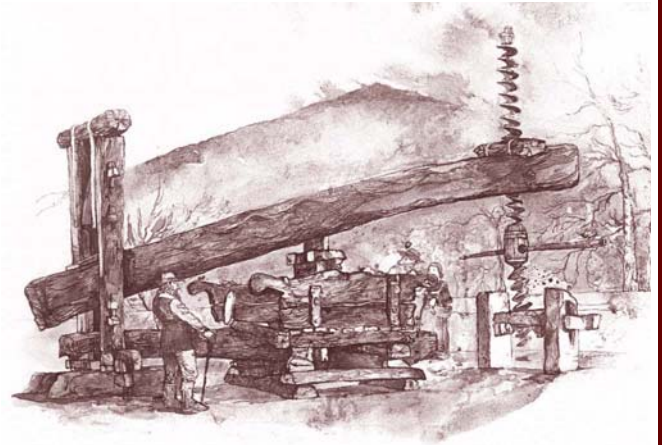
All of the natural skins and solids from variety-specific grapes are captured for extra extraction of aromatics, flavour, colour and body during the fermentation stage. The finished wine shows character never before possible from a kit. Truly a quality breakthrough! Available in 4 kit varieties.

ROSSO FORTISSIMO

A Super-Tuscan styled wine vinted from Cabernet Sauvignon, Merlot and native Italian varieties. A big, full-bodied wine with solid structure and bold fruit notes coming from fermentation on crushed Merlot grapes. 80 grams of French and American oaks contributes toasty vanilla and perfect balance to this intense wine. Extended aging, for a year or more, will allow this wine to mature to a harmonious delight.

WASHINGTON STATE MERLOT

Bold, yet elegant. This Yakima Valley Merlot is big, full and with dominant, up-front waves of raspberry, blackberry and plum from fermentation on crushed Merlot grapes. Subtle notes of cedar and mocha follow the fruit. American oak balances the tannins and brings harmony to the complex impressions. Shows well after a couple of months but will continue to develop for at least a year.



CHATEAU DU PAYS

In the style of the finest wines of the southern Rhône Valley, this wine derives its character from the blending of several choice grape varieties.

We have selected European Pinot Noir and Yakima Merlot for cherry, raspberry, blackberry and plum tones. Yakima Syrah was selected for its fruit, black pepper and chocolate. Yakima Cabernet Franc adds an herbaceous note and a suggestion of cedar and violets. Fermentation on the crushed Merlot, Syrah and Cabernet Franc grapes develops heightened intensity of aromatics and flavour, contributes tannins and builds upon the many intriguing layers of sensory pleasure. American toasted oak adds the final harmonizing nuances. Shows well young but will continue to develop for over a year.

YAKIMA VALLEY SYRAH (spring 2003)

Some of the best Syrah in the world is now coming from Washington's Yakima Valley. Wine & Spirits magazine recently devoted a feature article to Yakima Syrah. The lead paragraph gushed with the following praise: "...easily in a league with those from the northern Rhône and southern Australia, yet they have their own sensory imprimatur: bold, rich and lively, seductively perfumed and heroically structured with a kiss of elegance".

In this Cellar Craft example, expect to discover an aromatic rush of red and black fruit; hints of chocolate, coffee and licorice followed by the spiciness of black pepper. Fermentation on Syrah skins lifts and adds to the luscious texture and creamy tannins. Toasted Hungarian oak completes the sensory profile. Enjoy after a few months or cellar for over a year to appreciate the wine's full potential.

DISCOVER THE EXCELLENCE OF FERMENTATION ON REAL CRUSHED GRAPES

For more information: contact Diana in Customer Service at 1-800-668-5463
or Ron, our Ontario Sales Representative at 705-770-0747