

# The Cellars Brews Tribune

September/October 2016

"Reporting the brews from around the world"

Prices are good thru October 31, 2016

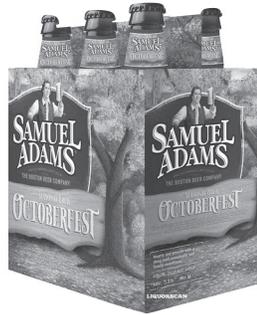
## SAMUEL ADAMS: 20 POUNDS OF PUMPKIN

by Rod Olson

If you would have asked me ten years ago if pumpkin beers would be a big thing in the future, I would have laughed you right out of the door! No way, no how, not ever did I foresee this trend arriving. And arrive it did in a big way. Like a train barreling down the tracks! A decade back a couple offerings would suffice. Now we can boast that we stock closer to a dozen of these seasonals.

Sam Adams has their limited release 20 Pounds of Pumpkin and it is already selling like mad. Twenty pounds of real pumpkin go into every barrel, then it is spiced up with cinnamon, ginger and nutmeg. Hearty, warm and roasty which is just what Minnesotans are looking for in a fall brew. There is a hint of sweetness that the pumpkin brings to the table too. For a fun autumn chili recipe, try adding a bottle of the 20 Pounds of Pumpkin as it simmers on the stovetop. The results will be impressive!

6 pack SALE **7.99**



## SCHELL'S

by Rod Olson

I feel mixed emotions about the end of summer; on one hand the days get shorter and cooler, while on the other hand, the kids are back in school and the Oktoberfest beers are here. One of my favorite Oktoberfest beers for the last few years has been Schell's Oktoberfest, and the 2016 edition is no exception.

The copper orange color makes it look like autumn in a glass while the slightly higher alcohol and malty notes provide a gentle warming for the cooler fall temperatures. Vienna and Munich malts are used to for their rich flavor and toasty aroma.

As with traditional Oktoberfest styles, the hop character is laid back and used only for balance and crispness, which makes for a very approachable style for most beer drinkers. Schell's Oktoberfest can be paired with most traditional Oktoberfest foods, such as Wurst and Kraut, but also many food items which you would find at a typical tailgating party. Burgers, brats, hot dogs, ribs, steak, pork chops. If you can grill it, you can pair it with Schell's Oktoberfest; just go easy on the BBQ sauce.

Tasting events will be hosted at all Cellars stores during the flyer period. See your local store for more details.



12 pack bottles SALE **12.47**

## JACK-O TRAVELER PUMPKIN SHANDY

by Rod Olson

Here's a fun one for you! A pumpkin shandy puts a new spin on the pumpkin craze. Shandy is beer mixed with a soft drink, such as carbonated lemonade, ginger beer, ginger ale, or apple juice or orange juice. The proportions of the two ingredients are adjusted to taste, usually half-and-half. Western Europe has been lovin' shandy for ages, but the U.S. is now following their lead and is jumping on the shandy bandwagon. The Traveler Beer Company offers up their homerun version of a pumpkin shandy by starting with a wheat ale brewed with lemon peel, then spikes it with pumpkin. This is a very sessionable brew and super tasty. As with all of the pumpkin brews, now is the time to buy as they won't be around for long!

6 pack SALE **7.97**



## LETTER FROM THE(NEW)EDITOR

by Ian Crates

Letter from the (new) editor

This fall edition of Brews Tribune brings with it some changes outside of the usual autumnal color changes. Since its inception, this introduction was written by Thadkaster, our very own malt and hop veteran; an expert on pretty much anything and everything beer. Thad has since moved to greener pastures leaving me an infeasibly large pair of shoes to fill. All of us at The Cellars wish you the best in your future endeavors, Thad.

The fall months bring with them their fair share of seasonal ales and beers, many of which have a harvest or pumpkin theme. This fall is no exception, as we have a plethora of potable pumpkin beers and a slew of seasonally spiced ales, to sit on our shelves next to the overwhelming offering of Oktoberfest options.

Stop in to your favorite Cellars store to see what is on offer this fall, in addition to the items we have listed here in the Brews Tribune. Each store has its own range of craft, import and seasonal beers which reflect the personalities and preferences of the staff and customers.

Don't forget that Hallowe'en is just around the corner and pumpkin beers make great adult trick or treats at costume parties.

ON SALE!

MOOSEHEAD.....	12pk Btl	<b>9.97</b>
MILLER LITE/MGD.....	24pk can	<b>17.67</b>
SAM ADAM'S.....	12pk Btl	<b>12.47</b>
DOS EQUIS.....	12pk Btl	<b>11.97</b>
ANGRY ORCHARD.....	12pk Btl	<b>12.97</b>
NEWCASTLE.....	12pk Btl	<b>11.97</b>
NEW BELGIUM (FAT TIRE/ALL TYPES).....	12pk Btl	<b>12.47</b>
MOLSON.....	12pk Btl	<b>9.97</b>
LEINENKUGEL'S ORIGINAL.....	24pk cans	<b>17.67</b>

Brews Tribune & SPIRITS REVIEW  
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The Cellars  
Wines & Spirits™

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TheCellars.com

Woodbury  
651-738-8110  
East side of Radio Drive  
just north of Valley Creek Rd.

Plymouth  
763-559-2114  
Hwy. 55 & Co. Rd. 24

Roseville  
651-636-4404  
Snelling Ave. N. at Co. Rd. C

White Bear Lak  
651-426-1028  
Co. Rd. E East and Century  
Ave. Next to Festival Foods



# SPIRITS REVIEW

SEPTEMBER/OCTOBER 2016

PRICES GOOD THROUGH OCTOBER 31, 2016

## AVIV VODKA

by Rod Olson

We can still remember the day that our salesperson rolled through with a particular new vodka to sample. We can't say that about every vodka coming through the door however. Not by a long shot. There's a lot of really good vodka out there and a lot of bad stuff as well. But to stand out in our minds the way AVIV Vodka does means that it is in the "spectacular" range, and exceedingly few have crept into that realm. A simple listing of the ingredients tells you this is not going to be a normal sampling experience. After three years of painstaking research, which I'm sure had some very tasty side benefits, the creators settled on seven ingredients that can be readily found in Israel where AVIV is crafted. Figs, dates, grapes, pomegranate, olives, wheat and barley are blended together seamlessly to achieve a delicious spirit. The grains and the fruits are distilled three times each before they're blended together and distilled yet one more time. Finally it is filtered six times to make it extremely clean and smooth. Normally I have an issue with filtering any vodka more than four times as the end result is typically void of flavor(which is what some strive for), but that is so far from the case in the flavor profile of AVIV that it would never have crossed my mind that it was filtered more than three times! Those seven special ingredients would never show as nicely as they do if it



were not for an eighth essential ingredient which is their water. This vodka is distilled with water from the Sea of Galilee, which is the world's lowest elevation fresh water source and is ultra-pure.

When planning a new product, one must be aware of numerous factors that will make that item sell. AVIV Vodka's designers thought out their plan so well that our mental checklist was filled with many positives. Great packaging? Check. Unique and wonderful taste? Check. Gluten free? Check. Ownership based in Minnesota? Check. Kosher? Check. Great for mixing?

Check. 10% of profits pledged to charities and the arts? Gotta like that, so another check. Now it is time for you to add AVIV Vodka to your shopping checklist!

**Stop into any Cellars location and ask for a free sample!**

AVIV VODKA

750ML \$31.99 **ON SALE 24.97**

## 5 INFUSED VODKA A HIGH FIVE FOR YOUR TASTE BUDS

By Hunter Graham

The dramatic rise of small batch craft spirits has taken Minnesota, and indeed The Cellars, by storm. Not the kind of devastating, Midwestern storm that drops trees and powerlines, but a delicious, precocious storm that drops nothing but beats and inhibitions. Enter 5 Infused vodka, made from vodka distilled in the Midwest from non-GMO corn, slow-infused in small batches with the fine, simple ingredients and filled and labeled by hand. Crafted in Winsted, Minnesota, 5 Vodka showcases two outstanding flavors, Lemon Ginger and Cranberry Orange, and is sure to appeal to any combination of Midwestern sensibilities and palates. Coming in at 18% alcohol by volume, both flavors will surely satisfy any social situation. Ideal for sipping or mixing any time of the year or day, these gems are sure to please your guests and soften your edges.

Let us examine first the Lemon Ginger species. Created using 1500 lemons loaded into each batch, elegant aromas of lemon zest and citrus define the nose and are propped up by hints of candied ginger and just enough alcohol to remind you what you are really doing here. The palate is tart and sweet, a realm dominated by lemons and limes and finishes with ginger and sweet lemon zest.



Try this very versatile libation with your favorite ginger beer and a sprig of mint for a bold twist on a Moscow Mule.

Up next, we observe the Cranberry Orange in its natural habitat--the human mouth. With each bottle theoretically containing 150 cranberries harvested from the finest of mature, Midwestern bogs, the nose is dominated by bittersweet cranberry and fleeting wisps of zesty orange. On the palate, this gentle beast shows bright, vibrant tartness and a satisfying, full bodied blast of pure cranberry and semi-sweet orange. The finish is smooth and creamy with lingering fruit that leaves you wanting more. Drink it straight, on the rocks, or with tequila and lime juice for a truly cosmopolitan margarita.

750ml **23.99**

The Cellars cannot be held responsible for pricing errors in this newsletter.

ON SALE!

- CAPTAIN MORGAN 1671 COMMEMORATIVE SPICED .....750mL **9.99** (while supplies lasts)
- MAKER'S MARK CASK STRENGTH ....750mL **49.97**
- PINNACLE VODKA .....1.75 Liter **13.97**
- CANADIAN HUNTER.....1.75 Liter **11.97**
- ELIJAH CRAIG *SMALL BATCH*.....750mL **19.97**
- FAR NORTH SYVA VODKA .....750mL **23.99**
- J CARVER PREMIUM VODKA ..... **16.99**
- LEDAIG 10 YEAR SINGLE MALT ..... **47.99**
- GRANDE CANADIAN .....1.75 mL **11.97**
- SEAGRAM'S GIN ..... Liter **7.99**
- BURNETT'S VODKA .....1.75 Liter **9.97**
- ADMIRAL NELSON'S SPICED
- ORIGINAL RUM .....1.75 Liter **10.97**
- HYPNOTIQ SPARKLE .....750mL **7.99**
- VOX VODKA .....750mL **14.99**
- JIM BEAM SINGLE BARREL .....750mL **29.97**
- BERNHEIM WHEAT WHISKEY .....750mL **22.97**
- KNOB CREEK SINGLE BARREL .....750mL **34.97**
- TEACHER'S SCOTCH .....1.75 Liter **21.99**
- BOOKER'S BOURBON .....750mL **45.97**
- EVAN WILLIAM'S SINGLE BARREL ....750mL **18.97**
- EFFEN VODKAS .....750mL **15.99**
- CHOPIN VODKAS .....750mL **22.99**
- MATUSALEM GRAN RESERVE RUM ...750mL **20.97**