

WINE SHOPPING


Made Easy

This is a quick reference guide to help customers who shop for wine at NB Liquor. Cheers!



BIN LABELS

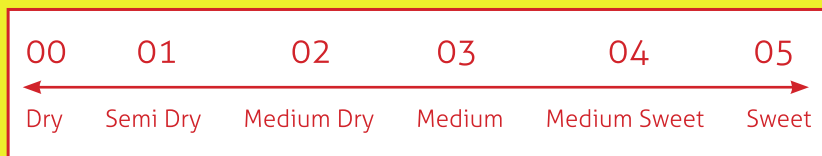
At every shelf location there is a bin label, providing information to the customer. Here is an example of a bin label for wine.

| | Name of Wine | Grape Variety | Universal Product Code |
|----------------|----------------------------|---------------|---|
| | Bonterra Chardonnay | | |
| | UPC | 082896780419 |  |
| Sweetness → | Sugar/Sucre | 00 | |
| # of ml → | Size/Format(ml) | 750 | |
| Internal use → | DCL/RCG | 2 490 1 | |
| | | | 22.29 |

Price Includes HST & Bottle Deposit

SWEETNESS

The sugar rating is based on information provided by the wine supplier. This chart demonstrates how the sugar rating on the bin labels equates to sweetness. Most of the wines fall within this range, however some wines have higher sugar ratings.



ORGANIC

In order to be identified on our shelves as organic, wines must meet Canadian regulations. Look for this symbol located next to the bin label.



BODY

A wine's body describes the "weight" and texture of a wine in your mouth. Light bodied wines are usually described as feeling thinner and more like water. Full bodied wines in contrast are described as feeling thicker, and heavier. Here is a quick glance at the typical body found in these varieties or styles. How a wine is made may also impact the body of the wine.

PAIRING WINE AND FOOD

Traditional guidelines for pairing wine and food recommend matching the colour of the food with the colour of the wine - white wine with white meat, red wine with red meat, etc. and where possible, try to match similar flavours/body of wine and food.

Today's philosophy tends to be more casual. Keep in mind that there is no single perfect wine for a dish, which means multiple wines and styles can be appropriate.

THE BODY CHART

This chart can be used as a guide to help you understand the difference between a light, medium and full bodied wine.

| | WHITE WINES | RED WINES |
|--------|---|--|
| LIGHT | Sauvignon Blanc Pinot Grigio Chenin Blanc | Pinot Noir Valpolicella |
| MEDIUM | Riesling Viognier | Chianti Merlot Grenache |
| FULL | Gewurztraminer Chardonnay Bordeaux White | Malbec Cabernet Sauvignon Shiraz |

