

Milton Success Stories

Milton's Just Wine starter kits win 16 gold medals at international wine tasting event

When Gunnar Ostby took over **Just Wines** on Bronte Street S in 2000 he had one ambition: to offer Milton residents the opportunity to make for themselves some of the finest wines in the world.

In a recent wine competition sponsored by The Wine Maker Magazine in the U.S. he more than realized his dream when Brew King's Premium Selection wine starter kits he offers to clients won 16 gold medals, a number of silver and bronze awards, and 3 out of 5 Best of Show Awards.

No other kit supplier was awarded more than 7 gold medals.

The performance was truly remarkable when one considers that more than 800 entries from 42 U.S. states, 7 Canadian provinces and 4 other countries, were tasted by 27 expert judges, and wine starter kits even competed with fresh-grape-juice entries. A full listing of winners can be seen at www.winemakermag.com in the February issue.

"It confirms my belief that do-it-yourself wines can compete with many of the best brand-name products at a fraction of the cost" said Gunnar. "It also explains why 25% of all wines consumed in Canada is consumer made," he added.

How do-it-yourself wine making works.

Wine making stores do not sell wine. They recommend and sell wine-starter kits and all the services that are needed to complete the wine making process. These services are paid for up front and include advising the customer in mixing ingredients in a primary fermentor. All subsequent services such as controlling the fermentation process in a temperature-controlled fermentation room; racking; stabilizing; degassing; clarifying and filtering are taken care of by Just Wine

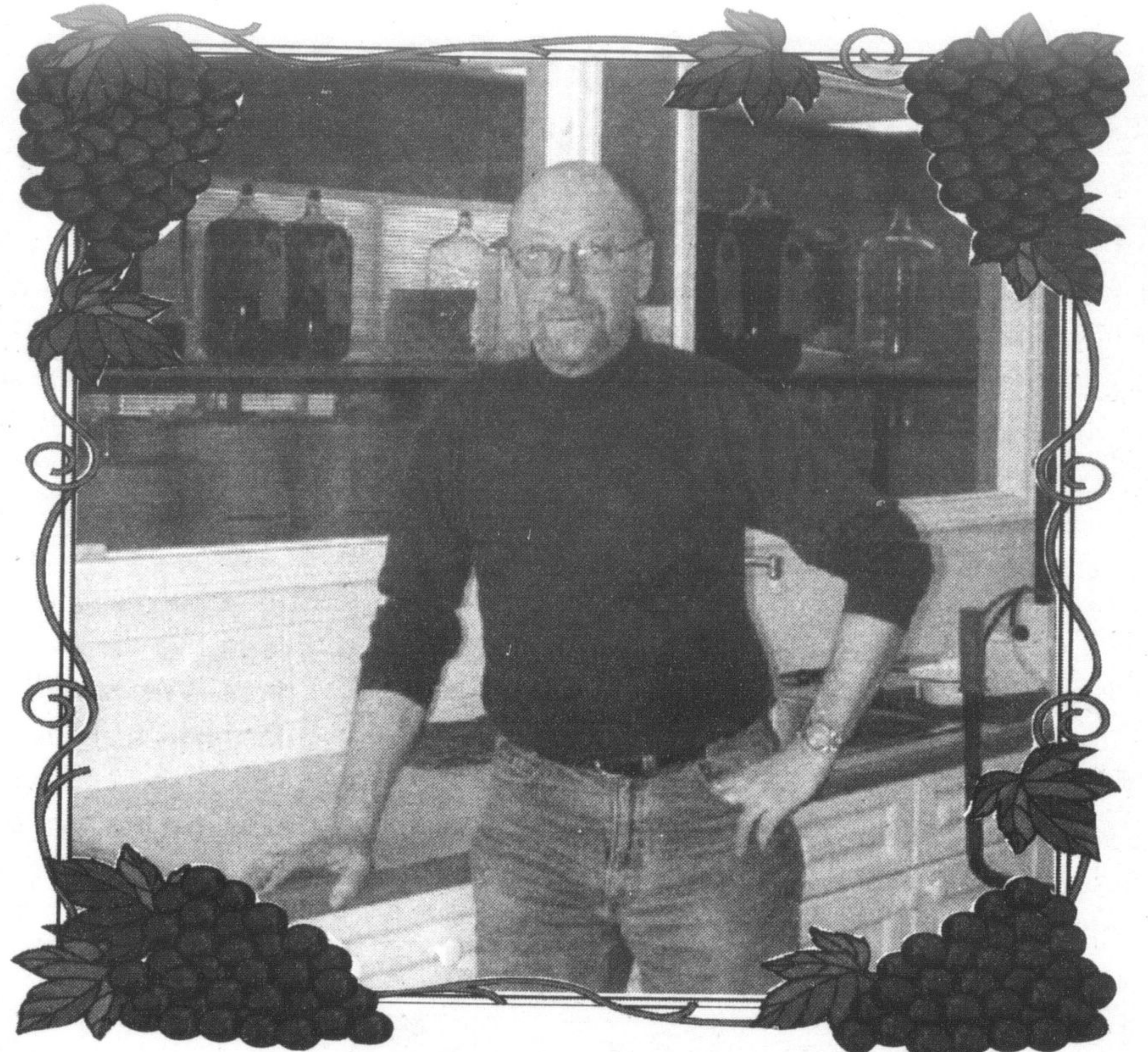
staff.

When the wine is ready Just Wine asks the customer to make a bottling appointment. Customers can bring their own clean bottles, which the store sterilizes and rinses, or bottles can be purchased at the store. If required, labels and shrink capsules are available at a nominal cost. Personalized labels for weddings and gifts are also available. All corks and taxes are included in the kit starter price.

Selecting the right starter kit.

Regular customers usually know what they want, but new customers often require advice. All store staff are trained experts who are able to guide clients through the large choice of Premium Selection and Regular Selection of reds and whites available. New customers often ask, "what is the difference between Premium and Regular and is the extra price worth it?"

Both Premium and Regular are made from 100% Varietal Juice/Concentrate, however Premium kits offer a higher juice-to-concentrate ratio, which gives a more distinct character, bouquet and body. They are often referred to as 6-week kits needing more maturing in the bottle to bring out their intricate layers of flavours and aromas. Regular, or 4-week kits, need not sit very long before they can be enjoyed. They reach their



Gunnar Ostby owner of Just Wine located at 342 Bronte St. S., Milton

peak quickly and will not change very much with age. A selection of both can be ideal but choice is personal and often comes down to taste and storage space.

Just Wine also offers superb Specialty Wine kits for Sherry, Port and Ice Wine.

Enjoying good wine is as old as history itself. Making it yourself adds so much to the pleasure. Call in at Just Wine, 342 Bronte Street, S., Milton. Phone 905-876-9463.

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