

Milton Success Stories

Milton's Just Wine starter kits sweep 20 gold medals at international wine event

Coming from Europe, Gunnar Ostby grew up appreciating good wine.

So in the year 2000, when he took over Just Wine on Bronte Street S in Milton, he had his own ideas about what was rubbish and what was possible for clients making their own wine.

In 2002 he thought he'd done really well when the wine kits he was offering won 16 gold medals at an international wine tasting event sponsored by The Wine Maker Magazine in Vermont. In that year, no other kit supplier was awarded more than 7 gold medals.

But in December 2003 he even exceeded himself when his "Premium Selection" kits swept 20 gold medals when no other kit supplier was awarded more than 9 golds. A remarkable achievement considering that the 1499 entries from 41 U.S. States, 8 Canadian Provinces and 4 countries had almost doubled over the previous year.

"It just confirms my belief that "do-it-yourself" wines can compete with many winery labels at a fraction of the cost...and now we've taken another giant step forward" said Gunner.

From good to great

Much of the colour and flavour of red wine is derived not from the juice but from the grape's skins and natural solids. Traditional wineries have always known this and have allowed juice to ferment in these solids before pressing. The longer the skins remain during the fermentation process the more colour, aroma and flavour compounds are extracted.

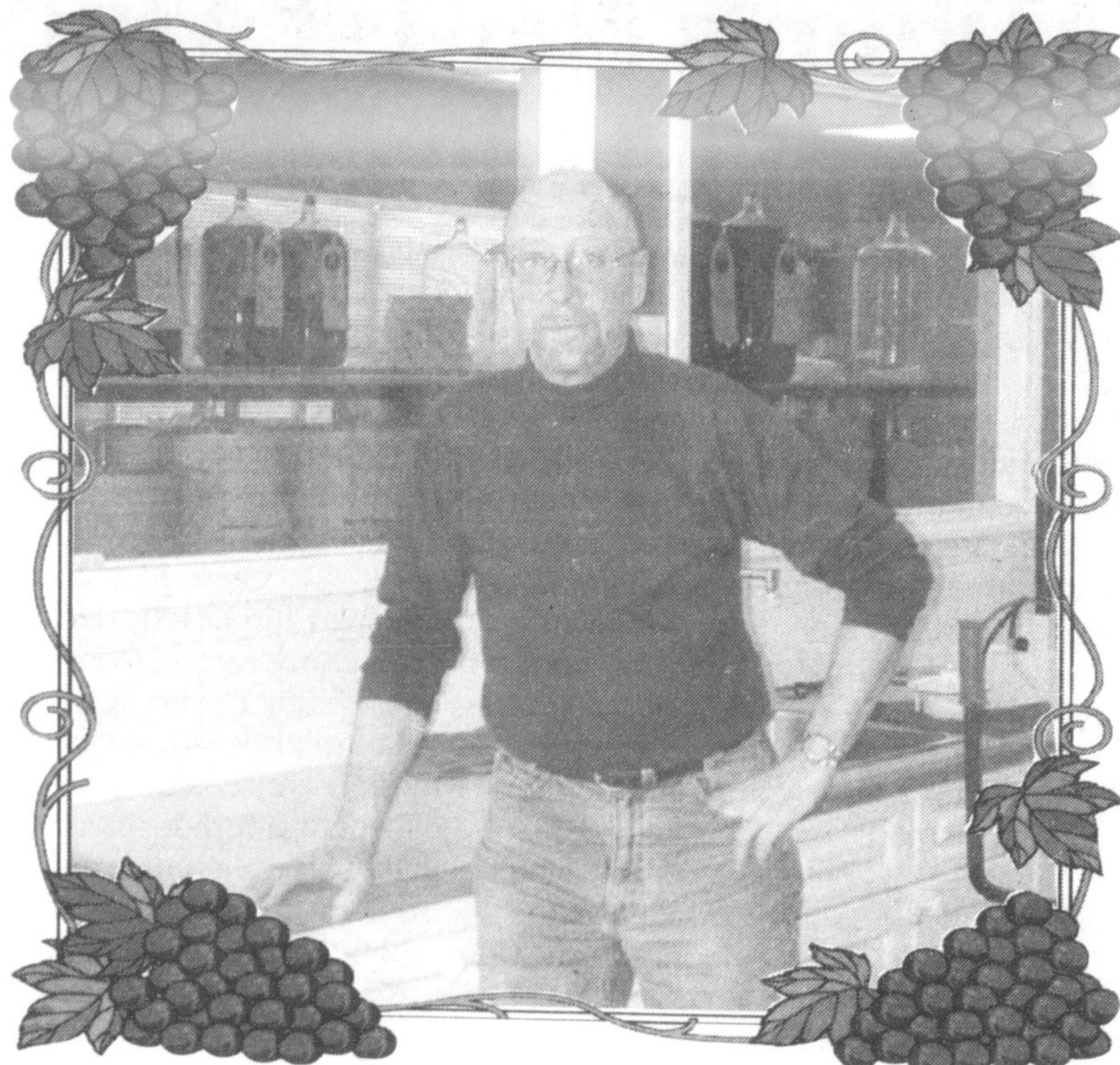
Now, after long experimentation, Just Wine is pleased to

announce a breakthrough process whereby they can now offer clients a crushed grape product in kit form. With their new Crushed Grape Packs, clients can now, for the very first time, take home all the sensory potentials of the grape plus the increased ageing advantages offered by the very finest wineries. Just Wine urges all old and new clients to enquire about these new kits when they visit the store.

How to get started

Just Wine offers all the services needed to complete the wine-making process. These services are paid for up-front and include mixing ingredients in a primary fermentor. Services such as controlling temperature in a special fermentation room, racking, stabilizing, degassing, clarifying and filtering are taken care of by Just Wine staff. When wine is ready Just Wine arranges a bottling appointment. Clients 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. Personal labels are also available. All corks and taxes are included in the kit price.

New customers often require advice on kit selection. We will guide clients through a large choice of Premium Selection and Regular Selection red and whites. And now, of course, they will be offering the same guidance on our new Crushed Grape Packs.



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

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

Different kits require different maturing times to bring out their intricate layers of flavours and aromas. But taste, price and value are all personal things. Just be assured that all the advice and help you need is always available.

Enjoying good wine is as old as history itself. But now, more than ever, making it yourself adds so much more to the pleasure. Call in at Just Wine, 342 Bronte Street S, in Milton, or phone 905 876-9463.

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