

OFF-DRY, FRUIT FORWARD WINE STYLE IN DEMAND CATEGORY

An overwhelming number of wine lovers obviously liked the fruitier style of wine such as Yellow Tail. California's E&J Gallo brought their equally phenomenally successful Apothic Red to wine lovers all over North America. A couple of years later it had moved ahead of Yellow Tail Shiraz both in the U.S. and in Canada. Sweeter wines have always been in fashion in the USSR and many adjacent European countries. Hospitality and retail industries have realized that there is a big market in BC for wines that are neither tart, tannic nor dry in any way.

Product	Description	SKU	Price	Alc/vol	SIZE/ CASE
Rubin Garling Stradivari Red Dessert	A blend of Merlot and Cabernet Sauvignon grapes, fortified with Moldavian brandy.	584268 Spec	Wholesale \$11.93 Hosp/Retail \$14.29	16%	750ml 12btl
Garling Lonely Shaman Red Semi-sweet. It is off-dry rather than sweet	Light- body soft, velvety, smooth tasting, bouquet of fresh berries.	859454 Spec	Wholesale \$11.01 Hosp/Retail \$13.29	11%	750ml 12btl



Moldova Wine Industry: Located just north of the Black Sea, the former Soviet republic of Moldova is a nation that takes its wine industry very seriously. Benefiting from a mild climate and fertile soil, this landlocked country possesses a large agricultural industry, and a source of great pride for many native Moldovans is the wine that comes from its vineyards. Currently, Moldova has approximately 150 wineries, processing 1,400 tons of grapes annually on 170,000 hectares of vineyards. Ten percent of the country's soil is covered by vineyards, located mostly in the central and southern regions. Russia and Ukraine represent nearly 90% of all Moldovan wine exports.

Product Information: The Garling winery is located in Ciurari region in Southern Moldova close to the Black Sea. Both products come in a distinctive bottle. About Shaman Red: The grapes are hand picked at the end of September when they are perfectly ripe. The grapes are put into large stainless steel containers, where the juice ferments at controlled temperature. After that the wine is transported into large oak barrels where it is kept until it is bottled. The Lonely Shaman comes half-wrapped in eye-catching burlap pouch that might be perfect for keeping personal tokens.

Purchase from your local liquor stores or contact us at:

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EL FOGONERO PREMIUM TEQUILA IS
as SIPPABLE as whisky,
as LOVABLE as wine &
as DIVERSE as vodka

Product	Description	SKU	Price	Alc/vol	SIZE/ CASE
Fogonero Silver	Consists of 100% premium blue agave slow cooked in stainless steel.	563379	Wholesale \$44.21 Hosp/Retail \$52.99	40%	750ml 12 btl
Fogonero Reposado	Aged 6 months in white oaks to achieve a spicy yet smooth taste.	678995	Wholesale \$48.05 Hosp/Retail \$57.99	40%	750ml 12btl



TOP 50 TEQUILA BRANDS & THEIR NOMs

BASED ON RANKER.COM DATA ON 23 AUGUST 2016

1. Don Julio : 1449
2. Patron : 1492
3. Herradura : 1119
4. 1800 Tequila : 1122
5. Gran Cava De Oro : 1477
6. Cabo Wabo : 1440
7. Milagro : 1559
8. Corralejo : 1368
9. Tres Generaciones : 1102
10. Casa Noble : 1137
11. Hornitos : 1102
12. Cazadores : 1487
13. Avion : 1416
14. Tres Agaves : 1109
15. El Jimador : 1119
16. El Tesoro : 1139
17. Clase Azul : 1416
18. Corzo : 1487
19. Espolon : 1440
20. Ocho : 1474
21. Camarena : 1456
22. 1921 Tequila : 1535
23. DeLeon : 1519
24. Lunazul : 1513
25. Don Nacho : 1508
26. Don Modesto : 1531
27. Jose Cuervo : 1122
28. Don Ramon : 1420
29. Casa Dragones : 1489
30. Tristan : 1571
31. Arette : 1109
32. Alma De Agave : 1509
33. Don Weber : 1414
34. Cruz del Sol : 1455
35. Campo Azul : 1416
36. Huizache : 1437
37. Dos Lunas : 1124
38. El Conde Azul : 1533
39. El Pobre : 1438
40. El Charro : 1460
41. Casamigos : 1416
42. Sauza : 1102
43. Montalvo : 1541
44. Jose Cuervo - Tradicional : 1122
45. Arta : 1360
46. 100 AÑOS : 1102
47. El Fogonero : 1439
48. Sierra : 1451
49. Abruador : Unknown
50. Caporales : 1457

Product Information: The Fogonero Tequila Series – A premium 100% Blue Agave product that has enjoyed success in Alberta, parts of the United States, and is now coming to BC! All products are handcrafted using traditional methods used in the lowlands of Jalisco in the town of Amatitan. Our super premium, single estate tequila is made from only select mature Blue Webber Agave grown in the rich volcanic soil in the highlands called the "Golden Triangle" of Agave.

Featured on the popular website cocktailhunter.com

El Fogonero – Signature Cocktail

COCTEL ADELITA

Ingredients:

- 1 ½ oz Reposado Tequila
- ½ oz Kahlua
- ½, Licor 43
- ½ oz lime juice

Method:

1. Combine all the ingredients in a mixing glass with ice.
2. Shake well.
3. Strain into a martini glass.



ADD DIVERSITY TO YOUR RICE WINE SELECTION

Rice wine needs no explanation in Canada. Rice wine is slightly gaining popularity due to being GLUTEN FREE, and easy drinking. Those products can be sold in the Asian, and in the Gluten Free sections.

Offer at a great price to help your bottom line!!!

Product	Description	SKU	Price	Size/ case	Alc/vol
Ala Lao Jiu	Chinese Rice Wine Gluten Free	195030 Spec	Wholesale \$9.00 Hosp/Retail \$20.49	500ml 12btls	10.5%



Product Information: This rice wine is brewed from white sticky rice. It has a soft palate with a fruity and sweet aftertaste. Ala rice wine first came about in 1959 from Ningbo, Zhejiang, China, tracing back to the famous Qing dynasty DingFeng (1906) rice wine production facilities. It is traditionally drunk in festivals. Indulge yourself in its velvety texture and open your senses with its great taste! This rice wine can compare to any good quality Japanese Sake.

Product	Description	SKU	Price	Size/ case	Alc/vol
Lucky Girl 女儿红	Aged Rice Wine	561530 Spec	Wholesale \$16.25 Hosp/Retail \$20.49	500ml 6btls	15%



Product Information: It is the most popular rice wine in China. A traditional aged rice wine (5years) that comes in a fancy ceramic bottle. The Lucky Girl has over 2,500 years of history, NuErHong (Lucky Girl). It was brewed when a family had a baby girl and it was ready to drink when the girl was engaged. The wine golden brown colour is similar to a tawny port. It also has some of the tawny port nutty aroma and flavour and a savoury consommé character. Drink at room temperate or chilled. Serve this dry wine with any dish that has nuts such as cashews or peanuts, as well as spareribs and soy braised chicken. The product comes in a lovely, colourful gift box.

CHINESE SPIRITS

SORGHUM

Sorghum is the broad term for an entire genus of grain (grasses) that are native to tropical and subtropical regions around the world. Grain sorghum is the third most important cereal crop grown in the United States and the fifth most important cereal crop grown in the world. Important to know that it is a GLUTEN FREE grain, and it is safe for celiac sufferers.

BAIJIU

Remember first and foremost that *baijiu* is a catch-all term for Chinese spirits. It covers an eclectic range of drinks. Like spirits such as gin and tequila, which have different classes, so does *baijiu*. It's usually distilled from fermented sorghum, though other grains can be used as well. It is also strong, running between 45% to 80% Alc/vol.

Product	Description	SKU	Price	Size/ case	Alc/vol
Jian Zhuang Chinese liquor	Overproof rice vodka	561530 Listed	Wholesale \$24.60 Hosp/Retail \$31.99	500ml 6btl	50%



Product Information: It's the most widely drunk hard liquor in the world but it's rarely found on cocktail menus in the West. Distilled in traditional methods with 5 choice grains including sorghum, sticky rice, rice, wheat and corn, Wuliangye liquor is uniquely characterized by "strong lasting aroma, and taste, harmonious and just-right flavor". For people who are adventurous drinkers, it's one I would recommend as a first time baijiu drinkers who are new to the drink.

Product	Description	SKU	Price	Size/ case	Alc/vol
Chu Yeh Ching Chiew Chinese liquor	Overproof Sorghum Whisky	636811 Spec	Wholesale \$14.39 Hosp/Retail \$17.99	375ml 12btl	45%



Product Information: Perhaps the best well-known Sorghum Whisky in the world. Chu Yeh Ching Chiew is a special ancient liquor made from over ten traditional Chinese herbs and then stepped with bamboo leaves for a unique flavour. It has transparent golden and slight green colour, and intense floral herbal aromas of dried apricot, off dry with a hint of anise and packs a lengthy mild finish (compare to Rye Whisky).

Product	Description	SKU	Price	Size/ case	Alc/vol
Fen Chiew Chinese liquor	Overproof Chinese vodka	763284 Spec	Wholesale \$15.20 Hosp/Retail \$18.99	375ml 12btl	53%



Product Information: Fen Chiew is known as the grandfather of Chinese [spirits] -- it's been made for over 1400 years! It is a mild Baijiu style. Fen Chiew is famous for its refreshingly smooth taste. The liquor is transparent and although rather high in alcohol it tastes remarkably mild, and smells elegantly fragrant. The biggest obstacles to Chinese spirits is knowledge and accessibility (people don't know what it is or how to drink it). This white spirit is very suitable for making cocktails.

CHINESE BEER

Product	Description	SKU	Price	Alc/vol	SIZE/ CASE
Yanjing Beer	Rice beer Pilsner Lager style	577551 Spec	Wholesale \$1.57/can Hosp/Retail \$1.99/can	5%	500ml 24/flat
Yanjing Beer	Rice beer Pilsner Lager style	256156 Spec	Wholesale \$8.14/4btl Hosp/Retail \$10.29/4btl	4.5%	330ml 16/pack



Product Information: One of China's top selling beers for the past ten years. Yanjing is a clean, smooth and refreshing rice beer, which is the state beer of China. The top selling beer in China for the last 10 years, and was also an official sponsor of 2008 Beijing Summer Olympic Games. It is the Budweiser (king of beer) of Chinese brands. Add Yanjing to your international beer section!

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