



Banville & Jones Wine Co.

The Last Issue

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www.banvilleandjones.com

Banville & Jones is proud to welcome
our new glossy magazine.
Available October 15, 2008

the Cellar Door

Wine and possibilities by Banville & Jones Wine Co.

Our newsletter has graduated!

You will be receiving an early holiday gift when you check your mailbox in October and find *The Cellar Door*.
We are mailing it to our top 10,000 customers, 3 issues per year. Be sure to be on the list!

Along with news about wine events, education and promotions, the new magazine will feature:

- ◆ Articles on travel & food & wine
- ◆ Features and columns, the "Green Cork", "Gluggy", "Ask a Sommelier", "Banville & Jones, and Company."
- ◆ Banville & Jones Events and Wine School, staff picks, and much, much more!

Year End Inventory Blow Out

We don't want to count it.....

SALE ! - Begins August 26th..... SEE INSIDE FOR DETAILS

Banville & Jones Wine Co.

NEWSLETTER August/ September /October 2008

Cooking & Wine Tasting Classes

Wednesday August 27	Easy Appetizers
Wednesday Sept. 10	Organic Extravaganza
Wednesday Nov. 5	Holiday Entertaining with Oui Bistro
Wednesday Jan. 27	Oui Bistro with Chef Tristan Foucault

- ◇ Small groups to allow for interactive learning
- ◇ Held in our beautiful KitchenAid Display Kitchen, Second Floor Tuscan Room
- ◇ One on One interaction with Winnipeg's Finest Chefs
- ◇ Free Banville & Jones apron for you to take home. \$15 value!
- ◇ \$89.99 per person—includes exclusive wine pairings and recipes.
- ◇ 7:00 to 10:00 pm. Payment required at time of registration.

www.banvilleandjones.com

****our website is updated continuously****

Cancellations or changes are not permitted within 14 days of the event.

We sincerely apologize that our Second Floor Tuscan Room is not wheelchair accessible.

When reserving your Interactive Cooking Class with a **Banville & Jones Gift Card, we require the card to confirm the reservation.*

Are you collecting the right wine?

Join our Cellar Starter Program!

Have you ever opened a special bottle, saved carefully in your cellar, only to discover it was a faded shadow of what it once was? Or worse yet, that the wine had become a wine vinegar? If only they came with "best before" dates. If only they all came with the winery's prediction for aging. If only the wine merchant's recommendation on aging the wine had come through. The Cellar Starter program is designed for all those 'if onlys.'

Subscribers to our Cellar Starter program receive a professionally selected shipment four times per year. The 12 bottle crate comes with 3 or 4 of each wine, with a pack of information on the wines, producers, vintages, and the regions. We also include our own tasting notes, and recommendations on when to open your wines. The selections are all cellar-worthy wines, capable of showing some age and bottle development. The investment in the Cellar Starter Program is approx \$400 - \$600 per crate. You can build an award winning cellar in a very short period of time! We want you to be extremely proud of your Cellar!

So if you want to start, re-start, or kick start your wine cellar, give us a call or drop us a line! Sylvia has the details for you at sylvia@banvilleandjones.com or 948-9463.

Watch in store and check our website for

A Special Evening with Ross Lukje of innocent bystander

A gem of an Aussie Winery.....Coming Late October

www.banvilleandjones.com

“Wine in Pairs”

Food & Wine Tastings

At **Banville & Jones Wine Co.**

Our Wine in Pairs Tastings are a combination wine tasting and food pairing class.

You will experience 6-8 tastes of food and 6-8 tastes of wine in pairs. Tasting in Pairs is the ultimate way to understand food and wine!

These Wine in Pairs Tasting evenings are fun and informative and are a great way to expand your wine knowledge!

Our Saturday Wine in Pairs Tasting evenings are held in our main floor retail space among over 20,000 bottles of wine and is wheelchair accessible.

Our Weekday Wine in Pairs Tasting evenings are held in our exclusive second floor Tuscan Room & Terrace and is not wheelchair accessible.

Our Guest Chefs and our team of Wine Experts will delight you with their creations!

These evenings begin at 7:00 pm and include 6-8 wine and food pairs all for \$69.99!

Thursday August 21	Awesome Australia
Saturday September 13	The New Rage: Spain & Portugal
Friday September 26	Food Friendly Reds
Friday October 24	Savour South America with Dandelion Eatery
Friday November 7	National Treasures with Amici
Saturday January 10	Wines for 2009 with Amici
Thursday January 22	Escape to Australia's Summer with Chef Craig
Friday February 13	Red Hot Reds with Chef Craig
Saturday February 21	California Dreaming with Chef Craig

Reserve now! 948-WINE (9463) www.banvilleandjones.com Our website is updated continuously!

Cancellations or changes are not permitted within 14 days of the event. Payment is required in full at time of registration. Gift Cards are available.

When reserving your Wine in Pairs evening with a **Banville & Jones Gift Card, we require the card to confirm the reservation.*

Tasting Tours

Choose from:

Tasting on the Terrace	August 14
Wine Lovers Walk About	October 3, January 9
Wine & Cheese Tour	September 25, October 17, January 23

These reception style evenings are casual tastings and designed to be informative yet fun.

\$35.99 per person plus taxes. **7-9 pm.** To register, call 948-WINE (9463).

All classes are held in our Second Floor Tuscan Room. We sincerely apologize that our Second Floor Tuscan Room is not wheelchair accessible.

Cancellations or changes are not permitted within 14 days of the event. Payment required in full at time of registration. Gift certificates are available.

Year End Inventory Blow Out

We don't want to count it.....

Sale starts August 26th. Ends August 30th. While Quantities last.....

<u>Wine</u>	<u>Regular</u>	<u>Sale</u>
Three Thieves Pinot Noir 1L Jug (USA)	19.99	18.99
Three Thieve Chardonnay 1L Jug (USA)	18.99	16.50
La Chasse du Pape <i>Prestige</i> White (Fr)	17.99	16.50
Brocks Reef Chardonnay (Aus)	16.99	15.99
Brocks Reef Cabernet/Merlot (Aus)	19.99	17.99
Brocks Reedf Semillon/Sauvignon Blanc (Aus)	16.99	15.99
Sensi <i>Riserva</i> Chianti (It)	15.99	14.99
Sensi <i>Orvieto</i> (It)	10.99	9.99
Trinity Oaks Zinfandel (USA)	14.99	13.99
Trinity Oaks Pinot Grigio (USA)	14.99	13.99
Laboure Roi <i>History</i> Macon Blanc (Fr)	19.99	16.99
Los 3 Bandidos Vermentino (Fr)	13.99	12.99
Los 3 Bandidos Grenache (Fr)	14.99	13.99
Los 3 Bandidos Rose Syrah (Fr)	12.99	11.99
Casa Silva Reserva Viognier (Ch)	14.99	12.99
Torreon de Paredes Sauvignon Blanc (Ch)	10.99	9.99
Napa Valley Vineyards Merlot (USA)	28.99	26.99
Michel Torino Pinot Noir (Arg)	9.99	8.99
Sutter Home Gewurztraminer (USA)	12.99	11.49
Kilikanoon <i>Killerman's Run</i> Shiraz (Aus)	25.99	23.99
Maurel Vedau Sauvignon Blanc (Fr)	14.99	12.99
Peller Proprietors Select Merlot 1.5L (Can)	17.99	16.50
Anjou Rouge Raymond Morin (Fr)	13.99	11.50
Parri Estates Pinot Noir (Aus)	26.99	23.99
Chateau Vieux Moulin <i>Les Ailes</i> (Fr)	24.99	20.99
Stratus White (Can)	49.99	46.99
Pala Cannonau di Sardegna Triente (It)	24.99	22.99
Parducci Sauvignon Blanc (USA)	17.99	15.99
Gerard Bertrand Syrah/Mourvedre (Fr)	19.99	17.49
Casa la Joya Reserva Carmenere (Ch)	16.99	14.99
XYZinfandel (USA)	23.99	21.99

529 Wellington, Ba
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Invite you t

Wine

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Featuring a 5 co

529 Wellington Execu

with very special guest

through a vertical

Rubicon

Friday, Sep

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\$500.0

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To reserve your tickets, please c

942-1090 or wowmarketing@wow

anville & Jones Wine Co.,
ional and Rubicon Estate

to a very exclusive

Evening

e the release of the

SK Cabernet

course special menu by

ative Chef Michael Dacquisto,

Larry Stone who will lead you

of classic vintages from

Estate and Cask

tember 26, 2008

7pm

Wellington

0 per person

(includes taxes & gratuity)



all Jackie Stephen at Wow Hospitality

hospitality.com First come first serve.

The Board of Directors of

CHEFS OF THE CITY

Is Pleased to Announce

\$15,000.00

In Scholarships have been

Awarded to these Very Talented Chefs!

CONGRATULATIONS TO THE SCHOLARSHIP WINNERS:

- ◇ Carol Ducharme - 529 Wellington
- ◇ Alexander Svenne - Bistro 7¼
- ◇ Christopher Gama - Oui Bistro & Wine Bar

Each Winner will receive a \$5000 Scholarship which will be used for
furthering their culinary career.

CHEFS OF THE CITY

ORGANIZERS WOULD LIKE TO THANK:

THE BEST CHEFS OF THE CITY:

- ◇ Michael Dacquisto - 529 Wellington
- ◇ Alexander Svenne - Bistro 7¼
- ◇ Kyle Julien - Hu's On First
- ◇ Tristan Foucault - Oui Bistro & Wine Bar
- ◇ Barry Saunders - The Current at Inn at the Forks
- ◇ Rachid El Kafi - Rembrandt's Bistro
- ◇ Simon Resch - Provence Bistro at Niakwa Country Club
- ◇ John Scarella / Graham Thorndycraft / Rebecca Waugh -
Pasta La Vista
- ◇ Scott Bagshaw / Kristel Blawat- Sydney's
- ◇ Joe Dokuchie - Tavern in the Park
- ◇ Norman Pastorin - Spuntino

Thank you to the organizers, the Board of Directors
and all of our Supporters and Suppliers!

You make these Scholarships possible!

**Stay tuned for a special dinner Showcasing Successes
of CHEFS OF THE CITY Scholarship Winners.**

Banville & Jones Wine Institute

Wine Education Events

Level 1 Basics

- ◇ This course is for anyone who enjoys wine and wants to know more.
- ◇ The two evenings focus on: Tasting major varietals, Putting words to wine tastes, Does price matter?, Navigating restaurant wine lists,

Two evenings, 7 to 9pm, \$69 plus taxes. **Wednesdays, September 17,24 or Thursdays, October 23,30**
or **Wednesdays, January 7,14 - 2009**

Level 2 Beyond

- ◇ This course covers: Why place matters: tasting through the world's wine regions.
Looking at wine from the outside in: labels, scandals and standards.
All that sparkles: Champagne, Ports and Fortified wines.

Four evenings, 7 to 9pm, \$139 plus taxes. **Tuesdays, October 7,14,21,28 or Thursdays, Jan. 29, Feb. 5,12,19 - 2009**

Level 3 Wine Wisdom

- ◇ This course is an in-depth course that allows you to explore important and fascinating facts from the wine world.
- ◇ This course is also intended to prepare students for the Certified Specialist of Wine (CSW) qualifying exam through the Banville & Jones Wine Institute in conjunction with the Society of Wine Educators. This exam is optional.
- ◇ Level 3 is a great prep for further study in the International Sommelier Guild courses. No prerequisites are required for Level 3.
Five evenings, 6 to 9 pm, \$299 plus taxes. **TBA March 2009**

Certified Specialist of Wine (CSW) -Exam

- ◇ The Certified Specialist of Wine is a certificate program offered by Banville & Jones Wine Institute for the Society of Wine Educators. The program is a high level accomplishment and is recognized throughout North America.
- ◇ Upon completion of the Exam, the successful participants are granted the designation CSW, Certified Specialist of Wine.
- ◇ There are no prerequisites for this exam, although it is strongly recommended that you attend Level 3, Wine Wisdom.
- ◇ The exam is one evening, \$295 plus taxes. **TBA 2009**. Please check our website! Optional Study Guide is \$175 plus taxes.

To register, call 948-WINE (9463). www.banvilleandjones.com Our website is updated continuously!

Payment is required in full at time of registration. Cancellations or changes are not permitted. Gift Certificates are available.

When reserving your Education Events with a **Banville & Jones Gift Card, we require the card to confirm the reservation.*

*All classes are held in our Second floor Tuscan Room. We sincerely apologize that our Second Floor Tuscan Room is not wheelchair accessible.
Levels 1,2,3 and CSW Exam and CSW Study Guide are non-refundable.*

CSW Exam Study Guides must be ordered a minimum of 1 month in advance of the exam.

Banville & Jones Wine Institute

Wine Education Events

Banville & Jones Wine Institute and The International Sommelier Guild

Wine Fundamentals Certificate 1

September 15, 2008 8 weeks (non consecutive) \$550.00

Wine Fundamentals Certificate 2

January 5, 2009 16 weeks (non consecutive) \$950.00

International Sommelier Diploma Program (SDP)

TBA, 23 weeks (non consecutive) \$3000.00

Certificate 1 & 2 classes are from 6:30-10:00pm one night per week. The Sommelier Diploma Program runs from 9:00 am to 6:00 pm, one full day per week.

All classes have a minimum number of participants as required by the ISG rules and regulations. Certificate 1 & 2 are prerequisites for the SDP.

All classes are held in our Second Floor Tuscan Room. We sincerely apologize that our Second Floor Tuscan Room is not wheelchair accessible.

For more information contact Gary Hewitt at 204-948-9463 or gary@banvilleandjones.com

Sign up at: www.internationalsommelier.com For more information log on to www.banvilleandjones.com

Banville & Jones Wine Institute is Manitoba's only wine education facility that offers professional accreditation programs for the hospitality industry, in particular, the Internationally recognized Sommelier Diploma Program.

The Luxury Tastings

Our wine experts open the doors of our Specialties cabinets as we explore some of Banville & Jones' exclusive treasures. Each evening will include an in-depth wine presentation by either Gary Hewitt (Certified Wine Educator and Sommelier Instructor), Sylvia Jansen or Darren Raeside (Certified Specialists of Wine and Sommeliers). The wines presented will be of exceptional quality and will be considered amongst the best in the world. The tasting will include 6-8 wines.

Hottest Napa Cabs - October 16

The Finest Ports of the World - November 13

The Finest Champagnes of the World - January 15, 2009

Each evening is limited to 16 guests. \$99 per person plus taxes. Start time is 7 pm.

To register, call 948-WINE (9463).

www.banvilleandjones.com Our website is updated continuously!

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When reserving your Luxury Tasting evening with a **Banville & Jones Gift Card, we require the card to confirm the reservation.*

GARY'S WINE CORNER...

DOLLARS AND SENSE

Do you remember, not too long ago (starting April 2007), you thought that all things American-made should be dropping in price because of the strong Canadian dollar (CAD)? It took a while, but some US wine prices dropped - but not all. Why not?

Well, it seems that some US suppliers picked up on the rapidly strengthening CAD and quickly increased their wholesale prices to maintain current retails (and to add a little profit). To be fair, the USD was falling against the Euro, European wines became more expensive in the US, and the demand for domestic US wines increased. *Et voila*, a justification to increase wholesale prices for US wines. Hmmm, we didn't fare as well as we hoped.

However, over the same period starting April 2007, the CAD strengthened against the Euro! This was great. Just before Christmas 2007, we received European wines at significantly lower cost - at savings that were immediately translated into lower shelf prices. (Did you notice?) In hindsight, we know that these were *The Good Times*.

Since November 2007, the CAD has weakened against the Euro and we have cycled into a period of higher prices. Ouch. To add insult to injury, some sectors (yes, we're pointing fingers at you Champagne and Montalcino) have also upped their ex-cellar prices. For Champagne, the double whammy of exchange rates (14% increase since November 2007) and higher ex-cellar pricing (10-15%) is truly painful. Argh!

But don't despair. There's a ton of great value wines from around the world. We just have to keep working hard to find them. And we'll stay committed to bringing you the widest selection and best value.

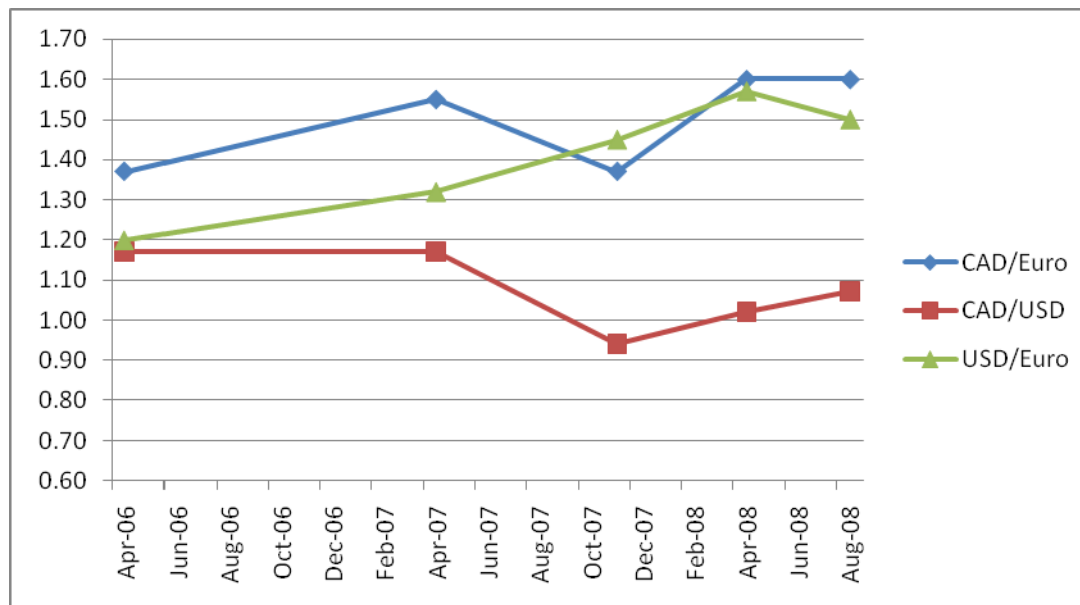


Figure 1: The Cost of Euros and Dollars (Source of data: XE – The World's Favorite Currency Site, www.xe.com)

REGULAR HOURS:

Sunday 12-6, Monday to Friday 10-8, Saturday 10-6

Labor Day 12-6, Thanksgiving 12-6

Remembrance Day 1-6

We are open 363 days per year!

FREE DELIVERY!!

FREE DELIVERY FOR ORDERS OVER \$200- not including taxes.

(SPECIALLY PRICED CASES & ORDERS LESS THAN \$200 ARE \$10)

CALL: 948 - WINE OR FAX: 948- WINO

www.banvilleandjones.com