

# EDINA LIQUOR

## Uncorked

VOLUME 8, ISSUE 2, APRIL 2013



### Brewery Taprooms: As Close To The Source As You Can Get!

**By Eric Pellinen**

In 2011, Minnesota enacted a new law allowing breweries to open taprooms at brewery locations. Often referred to as the "Surly Bill" or the "Minnesota Pint Law," this change has given a boost to the local craft beer scene.

The taproom law allows breweries to sell pints

of beer (and only their own beer) for on-site consumption. Prior to the law's passing, only free samples were given, mainly during brewery tours. Many taprooms have turned in to fun, neighborhood places to meet up with friends, play games, listen to music (sometimes live) and try some good local brews. Even though the law allows for an adjoining restaurant, most have stayed away from that option. Food trucks or the ability to bring in food may be available, depending on the taproom.

Some breweries are still starting up or have limited production. Using a taproom is a positive way to get brand exposure or keep the brewery going while investing in its future growth. Brewers keep some of their profits on-site, while offering limited beers and soliciting feedback on other things they might be considering, such as packaging.

Taprooms are a great way to try some local beers. We do our best at Edina Liquor to keep them in stock so you can enjoy them at home. For a list of Minnesota breweries, visit the Minnesota Craft Brewers Guild website at [www.mncraftbeer.org](http://www.mncraftbeer.org).

*Picked by Eric Pellinen, Manager of Edina Liquor — 50th & France*



### Spring Sale And Taste Of Edina Are Around The Corner

The time has finally come to end hibernation and to enjoy the rites of spring. One of those rites is Edina Liquor's annual Spring Sale. The other rite is the spectacular Taste of Edina at Centennial Lakes Park's Hughes Pavilion. These two events are sure to give your spring a jump start.

The Edina Chamber of Commerce will host the annual Taste of Edina, 4:30-7:30 p.m. Thursday, May 16 at Centennial Lakes Park's Hughes Pavilion. Edina Liquor staff picks the wine selection every year. We try to give a great variety of wines from around the world and present many different styles to appeal to all palates and tastes. Several beers will be open for tasting for those who are interested. Local restaurants will also be represented at this event, sampling some of their most popular dishes. The food prepared for participants is phenomenal every year. I am sure that this year will not disappoint.

The annual Spring Sale at Edina Liquor is May 6-June 1. There are hundreds of items on sale, with greater markdowns than normally seen in the marketplace. This is a great time to take advantage of these low prices and stock up on beer, wine and liquor needed for the spring and summer.

In addition to great pricing, all of the items being sampled at the Taste of Edina will also be marked down. A catalog of all the Spring Sale items will be available in early May. This catalog will also highlight what wines are going to be available at the Taste of Edina. Stop in to peruse the wines of Taste before you sample them at the event.

If you are ready for spring to begin, don't miss these two excellent events! 🍷

*For more information or to purchase tickets, contact the Edina Chamber of Commerce at 952-806-9060.*



**Greg Keehr**  
Assistant Liquor  
Operations  
Director

### Staff Picks

#### Glenfiddich 15-Year

Glenfiddich 15-year is aged in three types of oak cask barrels – sherry, bourbon and new oak. Then it is mixed in an Oregon pine Solera vat. This gives the scotch an intriguingly complex aroma with hints of chocolate and cinnamon. This full-bodied scotch is light and smooth with the sherry cask flavor coming through at the finish giving it a refreshing light sweetness.

\$54.99 for 750 mL



*Picked by Tom Anderson, Manager of Edina Liquor — Southdale*

#### Indeed Brewing Company

Another local beer available at Edina Liquor! Indeed Brewing Company was founded in 2011 in Northeast Minneapolis. It offers six-packs of its two flagship beers – Midnight Ryder American Black Ale and Day Tripper Pale Ale. Day Tripper is hoppy, light and highly drinkable at 5.5 percent ABV. A smooth, malty taste and piney, herbal hoppiness combined with good citrus quality make these great beers.

\$9.99 for a six-pack cans



*Picked by Tim Hengemuhle, Assistant Manager of Edina Liquor — Grandview*

#### Folie à Deux Dry Creek Zinfandel 2010

Zinfandel is the signature grape of California's Dry Creek Valley and has been cultivated there since the 1870s. Folie à Deux 2010 is a fine example of what the region can do. The flavor is rich and intense, with primary flavors of blackberry and raspberry accented by the typical spicy black pepper notes for which zinfandel is known. The finish lingers nicely, balancing the fruit with the region's trademark tannins. Enjoy with hearty beef stew or barbeque ribs.

\$16.99 for 750 mL

*Picked by Dave Tomko, Assistant Manager of Edina Liquor — Southdale*



### THREE LOCATIONS

**50th & France** — next to Lunds  
3943 W. 50th St.  
Edina, MN 55424  
952-903-5720

**Southdale** — next to Cub Foods  
6755 York Ave. S.  
Edina, MN 55435  
952-903-5730

**Grandview** — near Jerry's Foods  
5013 Vernon Ave. S.  
Edina, MN 55436  
952-903-5740

### HOURS

**Mon - Thurs** – 9 a.m. to 8 p.m.  
**Fri - Sat** – 9 a.m. to 10 p.m.  
**Sun** – closed

Closed Monday, May 29  
Memorial Day

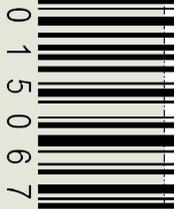


Scan to view our  
monthly specials.

EDINA LIQUOR

**\$1 off one 12-pack or  
two six-packs of beer**

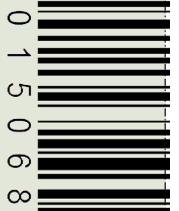
**Valid 4-1-13 to 4-30-13.**  
No photocopies will be accepted and no further discounts will be given.  
**Coupon cannot be used for the product-of-the-month special. One  
coupon per customer per visit.**



EDINA LIQUOR

**\$2 off any bottle of wine  
\$10 or greater**

**Valid 4-1-13 to 4-30-13.**  
No photocopies will be accepted and no further discounts will be given.  
**Coupon cannot be used for the product-of-the-month special. One  
coupon per customer per visit.**



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EDINA LIQUOR



### Manager's Column



**Steve Grausam**  
Liquor Operations  
Director

### Spring Has Sprung At Edina Liquor!

Edina Liquor – Southdale just celebrated its one-year anniversary of being remodeled. It's amazing how quickly one year goes by! It seems like only a few months ago we were shut down and working tirelessly to open in time for St. Patrick's Day. Looking back, the remodel turned out just how we anticipated. Our only regret was we had to displace our customers for six weeks.

I hope the remodel has made it easier for you to shop and find items for which you are looking. I would love to hear feedback on what you like or dislike about the remodel. Please feel free to email me at [sgrausam@EdinaMN.gov](mailto:sgrausam@EdinaMN.gov). I want to thank all of our customers for continuing to shop with us.

### Upcoming Events

As we move into April and May, we have a lot that will be going on at Edina Liquor. Edina Liquor will be taking part in a survey about where customers shop for liquor, beer and wine, and what they buy. By taking and completing this online survey, each participant will receive a coupon for \$5 off his or her purchase of \$15 or more at Edina Liquor stores. Only one survey and coupon per person is allowed. The survey will end after 1,500 responses are received, so act soon if you have not already. We want and appreciate your feedback.

April is also the time that many seasonal craft beers arrive and Edina Liquor will have a wide assortment of them. May is the Spring Sale (May 6-June 1) and Taste of Edina (4:30-7:30 p.m.

Thursday, May 16). Find more information on these events on Page 1 of *Uncorked*. We hope to see you at our Spring Sale and at Taste.

### New Beer from Schell's

Schell's is coming out with a new beer in May called Goosetown. The beer is named in honor of the area of New Ulm, which is where my father grew up. I have many fond memories of spending weekends at my grandparents house in Goosetown. I am really looking forward to trying this beer when it is available.

Happy spring and thank you for your business! 🍷

For updates on Edina Liquor, check us out on Facebook, Twitter, City Extra or our website, [www.EdinaLiquor.com](http://www.EdinaLiquor.com).