

Edina Liquor

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Warm Up to Cordials and Liqueurs This Winter

By Tom Anderson

This time of year, many new items are introduced, which is good for you! Some of the more intriguing products are cordials and liqueurs. While Baileys, Kahlúa, Jägermeister and Amaretto are probably the most well known, there are many more from which to choose.

A newer liqueur on the market is called "Kinky." It is made with pure vodka distilled five times. It has mango juice, juice from passion fruit and blood orange flavors. It has been a real hit with our younger customers.

St-Germain Elderflower Liqueur is made from fresh, handpicked elderflowers. This cordial has been around a few years, but it is still considered new to the masses. This all-natural French liqueur is subtle, yet has complex flavors and low sugar content. It pairs easily with a variety of spirits in many cocktails.

For something different, try Tuaca. This liqueur has been around for many years, but the majority of our customers have never tasted it. This natural vanilla-citrus liqueur is based on a 500-year-old recipe from the foothills of Tuscany. The main ingredient is Italian Brandy, but you wouldn't know it unless you were told. It is smooth and very pleasing to the palate. Tuaca is my favorite when sitting by a warm fire on a cold winter night.

Tom Anderson is Manager of Edina Liquor — Southdale



Premium Italian Wines are Some of the Best in the World

By Greg Keehr

The winter weather should inspire everyone to recharge with a great bottle of red wine. If your wallet or bank account can afford it, come in and try a premium Italian wine, which range in price from \$10 to \$30 or more. These are some of the best wines in the world and are worth every penny.

Italy has been producing wine since the Greeks colonized it in 800 B.C. The Romans were the ones who really pushed production in the second century B.C. Since then, wine production has grown steadily and flourished. Modern Italy produces approximately one-fifth of the world's wine.

Italy has very strict rules for wine production, which have elevated the status of Italian wine. The top-end wines produced in Italy are some of the greatest and most complex wines produced today.

Top-end Chianti Riservas are probably the best known. They are excellent with earthy, complex notes. Another notable wine-type is Nebbiolo, made with grapes found in Barolos and Barbarescos wines. These wines have a savory style that holds up to extreme aging.

The most famous premium Italian wines are Super Tuscans. These wines are predominantly made from Sangiovese grapes, but can include any other style of grape to produce the flavor profile desired. Famous Super Tuscans include Tignanello and Sassicaia. Both contain Cabernet and Merlot to round out the palate and give a sophisticated Bordeaux-like finish.

If you have the opportunity to taste some of these wines, jump at the chance. You and your tongue will be in for a great experience. If you are in the market for one of these wines, come on in and let us recommend the best one for your palate or event.

Greg Keehr is Assistant Liquor Operations Director and Manager of Edina Liquor — Grandview



Greg Keehr
Assistant Liquor
Operations
Director

Staff Picks

2007 Allegrini Palazzo Della Torre:

This red blend from Italy is made of 70 percent Corvina, 25 percent Rondinella and 5 percent Sangiovese. The initial taste is earthy and dusty, but quickly gives way to a very nice balance of fruit and tannin. Thirty percent of the grapes are held over and air dried for three to four months and then fermented into the rest of the wine. This helps add a great richness, with raisin and plum characteristics, to the finish. The wine is just as good now but can certainly handle several years in the cellar. Try with roasted meats, though a meal certainly isn't necessary to enjoy this one!

\$26.99

Eric Pellinen is Manager of Edina Liquor — 50th & France



Red Stripe:

Beer drinkers have so many choices that it is hard to try all the beer our stores carry. After all these years, I still enjoy Red Stripe. With all of the hoppy and heavy beers on the market, it is nice to enjoy a quality lager. Red Stripe is a Jamaican lager that has a refreshing taste, balancing malty-sweet and light hop flavors. This lager is crisp, clean and easy to drink, but does not taste like some other light beers. Red Stripe is a very enjoyable beer and a nice change of pace.

\$8.99 for six-pack bottles

Dave Foley is Assistant Manager of Edina Liquor — Southdale



Balvenie DoubleWood Scotch:

To this day, Scotch is still my favorite hard liquor. I am partial to the Balvenie DoubleWood. This 12-year-old single-malt gets its character from maturing in two woods. In the first stage, it is matured in Oak Whisky casks and, in the second stage, Oak Sherry casks. The oak cask softens and adds character while the sherry cask brings depth and fullness of flavor. On the nose, it has sweet fruit and sherry notes, layered with honey and vanilla. The taste is smooth and mellow with nutty sweetness and cinnamon spiciness. This is our best-selling single malt scotch.

\$46.99

Dave Taylor is Assistant Manager of Edina Liquor — Grandview



EDINA LIQUOR

6755 York Ave. S.
Edina, MN 55435



www.EdinaLiquor.com
www.facebook.com/EdinaLiquor



Valid 1-2-12 to 1-31-12. No photocopies will be accepted and no further discounts will be given. Coupon cannot be used for the product-of-the-month special.

10% off any cordial or liqueur
(limit two)



Valid 12-1-11 to 12-31-11. No photocopies will be accepted and no further discounts will be given. Coupon cannot be used for the product-of-the-month special.

10% off any single bottle of Italian wine



Open until 4 p.m.
(Saturday, Dec. 24)
Open until 10 p.m.
(Saturday, Dec. 31)

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

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

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

50th & France - next to Lunds
3943 W. 50th St.
Edina, MN 55424
612-928-4551

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Manager's Column

Changes to Come at Edina Liquor – Southdale



Steve Grausam
Liquor Operations
Director

Edina Liquor – Southdale recently celebrated its 15th year at its current location next to Cub Foods on York Avenue. For the past 15 years, we have seen many changes in our business and in how our customers shop.

With this in mind, Edina Liquor will start a complete interior remodeling project in early February. The project is expected to take about five weeks to complete. During this time, Edina Liquor – Southdale will be closed in order to complete the project as quickly as possible. While we know this will be an inconvenience to many of our customers, we hope that you will shop at our other two stores, at 50th & France and Grandview.

The renovation will be a complete change. Here are a few of the changes:

- All of the liquor will move to the front of the store.
- All of the wine racks and shelving will move to the east side of the store and be offset with a lower ceiling.
- The checkout areas will be angled.
- The color scheme will have more browns, tans, rust and earthy tones.
- A large tasting area will take the place of a few current wine displays.
- The beer coolers will have new, energy-efficient LED lighting.
- The shelving height will be lowered to allow customers and staff to see over the tops of the shelves.
- Most of the flooring will be of a high-grade vinyl with the wine area covered mostly in carpet.

Among other smaller changes, these are the biggest changes our customers will notice when the store reopens. As we get closer to construction, renderings of the renovation will be displayed at the store and on our website, www.EdinaLiquor.com.

While it is hard to sometimes envision what it will look like when completed, rest assured that we have given this project much thought and received much input to make this store the premier liquor store in the metro area.

Steve Grausam is Liquor Operations Director. He can be reached by sending an email to sgrausam@ci.edina.mn.us.