

Edina Liquor

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Everybody's A Little Irish on St. Patrick's Day!

By **Tim Hengemuhle**

Millions of people around the world spend March 17 celebrating their Irish ancestry, culture and tradition. Some eat classic Irish meals such as corned beef, potatoes and cabbage. Others merely embrace the coming spring with beer in hand.

In the United States, the day has blossomed into a party for everyone to indulge in food and drink. Drinking green beer has become more of an American tradition — one generally scoffed by the people of Ireland.

It would not be St. Patrick's Day without a good drink. Irish whiskey is said to be the oldest type of whiskey in the world and its traditions have not been lost over time. Ireland's other famous drink is Guinness. A beer like no other, this dry stout seems like a requirement for any Irish drinker. On any given day, 5.5 million pints of Guinness are consumed around the world. However, on St. Patrick's Day, that number more than doubles to 13 million pints.

If Guinness is too heavy of a beer for you, try Harp Lager. This beer combines a slight malty sweetness with a touch of hoppy bitterness for a flavorful yet smooth lager.

Some other notable Irish beers are Smithwick's, O'Hara's and Murphy's Stout. Also, the American-made beer Killian's Irish Red would be a great choice to drink on St. Patrick's Day.

Edina Liquor has a large selection of Irish liquor and beer that we proudly promote during the month of March. 🍀

Tim Hengemuhle is Assistant Manager of Edina Liquor — Grandview



Petite Sirah: What Is This Wine?

By **Greg Keehr**

There is considerable confusion when it comes to Petite Sirah wines. Is it a smaller grape version of Syrah or is it something completely different? Does it have the same flavor profile? Is it a lighter version of Syrah?



Greg Keehr
Assistant Liquor
Operations
Director

Petite Sirah is a wine made from the Durif grape, named after François Durif, a French botanist who discovered the fruit. The "petite" in the name refers to the small grape size. The grapes grow in tightly packed clusters.

Keep an eye out for common misspellings of the wine. Many producers have wines labeled as "Petite Syrah." This may be a different type of wine, not made from the Durif grape.

Wine produced from Durif grapes is dark and ink-like in color. Petite Sirah wine producers tend to make some great fruity flavors such as plum and blueberry with pepper and herbal overtones. When tasted, Petite Sirah has a very round and full flavor when compared to traditional Syrah. The small grape size creates a large skin-to-juice ratio. This ratio produces a very tannic wine that will age well, in excess of 20 years.

Try some great brands such as Stags Leap, David Bruce or Bogle to get a great representation of this style of wine. 🍇

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

Staff Picks

Herradura Reposado:

Herradura Reposado is rested for 11 months, which gives this tequila a much deeper copper color than most reposado tequilas. The standard resting period for most aged reposado is two months. An oak hint and a light taste of vanilla give it a strong up-front taste and an exceptionally smooth finish.

\$38.49 for 750 mL



Tom Anderson is Manager of Edina Liquor — Southdale

Tilburg's Dutch Brown Ale:

Tilburg's Dutch Brown Ale is brewed in the Netherlands near the village of Tilburg, not far from the Belgian border. This dark brown ale is full-bodied, but not too heavy, and has a refreshing aftertaste. With a malty, toasty aroma, this top fermented beer has a slightly nutty flavor with a touch of fruitiness in the finish. It is smooth and semisweet with no noticeable trace of hops, which makes for easy drinking.

\$5.99 for four-pack bottles

Joe Labosky is Assistant Manager of Edina Liquor — 50th & France



Steele Shooting Star Blue Franc:

This wine is produced from a Lemberger grape, which is a dark-skinned grape. The late ripening of the grape gives this wine light tannin with a medium body. Unlike other wines, Steele Shooting Star Blue Franc receives little or no oak aging. It has great fruit and pepper notes and is clean and crisp. It is an easy-to-drink wine that can accompany any occasion or meal.

\$14.99 for 750 mL

Greg Keehr is Manager of Edina Liquor — Grandview



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6755 York Ave. S.
Edina, MN 55435



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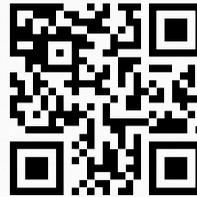
**Grand Re-Opening Special: \$5 off
any purchase of \$25 or greater**
(Valid at Edina Liquor — Southdale only)

Valid 3-15-12 to 4-15-12. No photocopies will be accepted and no further discounts will be given. Coupon cannot be used for the product-of-the-month special.

EDINA LIQUOR

10% off any bottle of Petite Sirah wine
(limit 2)

Valid 2-1-12 to 2-29-12. No photocopies will be accepted and no further discounts will be given. Coupon cannot be used for the product-of-the-month special.



Edina Liquor — Southdale is
closed for remodeling Feb. 6
to mid-march.

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

952-903-5740

Edina, MN 55436
5013 Vernon Ave. S.
Grandview — near Jerry's Foods

952-903-5730

Edina, MN 55435
6755 York Ave. S.
Southdale — next to Cub Foods

612-928-4551

Edina, MN 55424
3943 W. 50th St.
50th & France — next to Lunds

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Manager's Column

Edina Liquor — Southdale Closed For Remodeling



Steve Grausam
Liquor Operations
Director

After 15 years, Edina Liquor — Southdale is undergoing a major renovation. To complete this, the store is closed until mid-March. We hope the five-week process goes by quickly. If all goes well, we might even be able to open earlier than expected.

We have seen various changes in our business and how our customers shop. When the store reopens, customers will see many changes such as a new, easier-to-navigate layout, new checkouts, updated color schemes, a new tasting area, LED lighting in the coolers and new flooring.

Luckily, the renovations will all be indoors, so we will not have the weather to bog down the progress. While the remodeling will inconvenience some, we hope you will continue to support the City and shop at our

other two locations: Grandview and 50th & France. Both stores carry many of the same items as the Southdale store. But one thing is for sure: the prices are the same.

About 10 years ago, we remodeled the Grandview store on Vernon Avenue. It was closed for more than seven weeks. Thanks to the loyalty and continued support of our customers, we only lost 4 percent in sales during that period.

We hope we can repeat what happened at the Grandview store in 2002 at the Southdale store. Keep an eye out for special savings at the Grandview and 50th & France stores.

Thank you in advance for your patience and understanding during this project. We can't wait to open our doors again in March. 🍇

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

