



# Springs Liquor Outlet Newsletter

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Store Hours  
Mon – Thurs: 9am – 10pm  
Fri – Sat: 9am – 11pm

Newsletter for Springs Liquor Outlet

Issue 27, April - May 2007

### Dear Valued Customers,

Our next Family Card Weekend will be **April 26<sup>th</sup>, 27<sup>th</sup>, and 28<sup>th</sup>**. Family Card members receive 15% off all non-sale wines and liquors. Beer remains at 5% off, and there are no discounts on kegs or cigarettes. No rain checks; no exceptions. Remember that you must be registered at SLO to receive the Family Card Discount. Discounts from other stores will not be honored. Please have your I.D. ready when using a credit card. We are protecting your identity. Also, a reminder that as of January 1<sup>st</sup>, 2007, we no longer except checks.

“We’ll Leave the Cooler on for You.” - **The SLO Staff**

### Tequila

While several species of the agave plant can be fermented and distilled to make alcoholic beverages, only the Agave Azul Tequilana Weber, commonly called the Agave Azul or Blue Agave, can be used to make tequila. Tequila has become synonymous with the culture and heritage of Mexico. Much like Champagne and Cognac are indigenous to France, the geographic region from which it originates identifies tequila. Tequila is made by cutting away the spiny leaves from the body of the plant to reveal a large pineapple-shaped heart called pina, which can weigh up to 150 pounds. The pinas are baked in stone ovens and then placed in a crushing mill. The crushed fibers are repeatedly washed in order to extract the plants’ sugar. The result is called aguamiel or honey water. This honey water is then fermented with select yeast, and later double distilled to make tequila. According to Mexican law, distilled tequila must be aged in oak barrels. The youngest Blanco (white) tequilas, must be aged for 14 - 21 days, and Oro (gold) tequilas are aged up to two months, Reposado (rested) tequilas are aged up to one year and the oldest tequilas, Anejo (aged), are aged for at least one year. Unlike other spirits, tequila-aging process is maximized after roughly 6 - 10 years.

Some of the best premium tequilas, including Jose Cuervo Tradicional, are currently on Family Card Special.



## NEW BELGIUM

**FAT TIRE  
SUNSHINE  
SPRINGBOARD  
12 pack bottles  
\$12.49**

Available in Cooler #35

All Sales and Specials may end anytime without further notice. While supplies last. No rain checks.

### Family Card Specials 20% OFF Everyday Low Price

#### Wines

ALL Rafferty’s Rules  
750ml

Sterling Napa Series  
750ml

ALL Insatiable 750ml

Zinsational

French Press Pinot Noir

ALL Rhyme or Reason

ALL Barefoot 750ml  
And 1.5L

All Sales and Specials may end anytime without further notice. While supplies last. No rain checks.

## Insatiable Brands

Satisfy your Insatiable appetite for great wines at super prices. New releases include the sumptuous 2005 French Press Pinot Noir that features succulent fruit character and smooth juicy tannins. Zinsational is an “old vine” Zinfandel from Sonoma that is rich, complex and spicy. From premier growing regions in California, Insatiable Brands also offers two extraordinary values with their Insatiable Red & White Blends. The rich and buttery 2005 Insatiable Chardonnay, the supple and jammy 2004 Insatiable Merlot, and the smooth and satisfying 2004 Insatiable Cabernet Sauvignon have helped make Insatiable the fastest growing wines in Colorado! The portfolio also features Rhyme or Reason Red & White Blends. These are fun and fanciful wines that are quite versatile and make great party wines. They deliver quality wine making at bargain prices. This exciting portfolio has a wine for everyone!

**Above wines are all currently 20% off to Family Card Members.** While supplies last. Special price may end anytime. No rain checks.

## Springs Liquor Outlet Wine Club

We have the opportunity to taste many wines from around the world, and we come across some great wines. However, for whatever reason, we may decide not to have the wine available at the store. The good news is, now some of this wine will be available exclusively to SLO Wine Club members. This is how it works:

Once every 3 weeks or so, you will receive an email with information about the particular wine. If the wine sounds good, you reply back with indication of interest. We will email you back when the wine is available to be picked up at the store. Print the email and bring it to the store to pick up your wine. It is first come first serve. When we run out, that is it, there is no more. If there are few bottles left after all members who requested the wine has picked theirs up, it will be available to the general public. However, when they are gone, they are GONE. If you liked the wine and want more, you must order and purchase the wine in increments of one case.

To join, you must be a SLO Family Card member and have an email. All communication will be via email only. The application is available online at [www.slo1.net](http://www.slo1.net). This is a great opportunity to try some very unique wines.

## Timely Cocktail

### Mango Margarita

- 2 oz Reposado or Anejo Tequila
- 3/4 oz Grand Marnier
- 1 oz Fresh Mango Nectar
- 3/4 oz Fresh Orange Juice
- 3/4 oz Fresh Lime Juice
- 1 tsp Simple syrup

Combine ingredients in a mixing glass and shake. Strain into a chilled margarita glass. Garnish with a mango slice.



## Family Card Specials 20% OFF Everyday Low Price

### Liquor

Cuervo Tradicional 750ml

Partida 750ml all types

Cabo Wabo Reposado  
750ml

Patron 750ml all types

Svedka Vodka 1.75L

Vincent Vodka 1.75L

All Sales and Specials may end anytime without further notice. While supplies last. No rain checks.

## Cinco de Mayo Tequila Party

Tequila is a Mexican national spirit made from 100% natural ingredients. According to the Tequila Regulatory Council, tequila production began in the 16th century when Spaniards arrived in Mexico. In the town of Tequila, they distilled the liquor from the blue agave plant that's grown locally.

The origin of Margarita is unsure but it was probably born in the late 1940s with the mixture of tequila, orange flavored liqueur, lime juice and salt.

To make an ultra-rita, choose the best ingredients. Reposado or Anejo tequilas are the high quality tequilas aged in wood barrels, they are amber golden in color, and they give complex and smooth flavor. Replace triple sec with the top quality orange flavored liqueurs such as Gran Gala, Cointreau or Grand Marnier. Squeeze fresh lime juice and mix with superfine sugar. Mix all the ingredients in a cocktail shaker with ice and strain into a margarita glass.

## Upcoming Events

**Family Card Weekend – April 26<sup>th</sup>, 27<sup>th</sup>, and 28<sup>th</sup>.**

If you would like to receive the Newsletter and the Family Card Weekend notice via email, please send your request to [support@slo1.net](mailto:support@slo1.net)