



Spirings Liquor Outlet

Newsletter

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Newsletter for Spirings Liquor Outlet

Volume 3, April 2005

Dear Valued Customers,

It's time once again to play all your favorite pranks on all your favorite suckers! April Fool's Day is the first day of the month so cover your bases and sleep with your eyes open. Don't forget that April 15th is the culmination of the dreaded Tax Season. Make sure you've filed taxes or an extension with the IRS or you could wind up selling Taco Bell products with Willie Nelson. Remember to check out our Kosher wine selection for the Passover season. We have a great selection of Kosher wines that are enjoyable all year around. Spring Training concludes shortly and baseball's regular season swings into action, so slide in and pick up a few beers for a day at the park. Go Rockies! Go Skysox! – **The SLO Staff**

Wine Racks - Wine is best when shared with friends and can help create lasting memories. Keeping a wide selection on hand will ensure a positive experience. Fortunately, you don't need a million dollars or a cave in your backyard to have your own storage facility, just a little space and some creativity. Many wine collectors began by storing wines in their bedroom closets or basements. Use closets on interior walls because the temperature will remain consistent and cooler than those on exterior walls will. Avoid placing your wines by electrical outlets, heating vents, or water heaters. The key is maintaining stable temperature between 50 to 55 degrees Fahrenheit, adequate humidity, darkness, no vibration, and low ventilation.

Wine is cheaper by the case and the box it comes in can double as your wine racks. If you are handy with tools, wine racks can be built for relatively low cost. Storage cabinets can also be purchased for collectors with a little money to burn.

There are many reasons to store wines, and many occasions on which to celebrate with your stored wines. A well-stocked cellar is convenient when unexpected guests drop in. Matching suitable wines to different occasions is a lot easier when you know what's in stock. Fine wines are on hand so you don't have to search for them. Buying bulk means you can take advantage of sales. Storing wines yourself allows you to buy them while they are still young and not hideously expensive (wine prices are going up all the time) and enjoy the aging process. Classic wines appreciate in value and when bought wisely and stored well can be a great investment. Storing also promotes availability; given vintages may be sold out when you go to look for it.

Perhaps the largest benefit of storing wines over longer periods is experiencing the maturation of your favorite bottles. A small amount of air breaths naturally through the cork and the slow aging process will enhance the flavor of your wines over time. We hope that as your wine matures, so will your relationships with friends and family.

– **Kurt Krueger**

SALES & SPECIALS

Family Card Special

20% off Everyday Low Price

Kendall Jackson VRChardonnay
750ml **\$8.79 with discount (was \$10.99)**

All Yalumba wines
All Columbia Crest wines
All Blackstone wines
All Jacob's Creek wines
All Carmen wines
All Rancho Zabaco wines
Cavit Pinot Grigio 750ml & 1.5L
Santa Cristina Sangiovese 750ml

Wine Sales

Jekel Monterey Pinot Noir \$10.99
(was **\$17.49**) **90pts WE**

All Indigo Hills 750ml \$7.49
Artesa Cabernet 750ml \$16.99
Big Horn Cab 750ml \$19.99
Frei Bros. Cab 750ml \$17.99
Frei Bros. Pinot Noir 750ml \$17.99
Frei Bros. Chardonnay 750ml \$15.99
Frei Bros. Merlot 750ml \$15.99
Louis Martini Sonoma Cab \$11.99
Louis Martini Napa Cab \$19.99
All Red Bicycleette 750ml \$7.99
Sutter Home White Zin 3Ltr \$7.99
Heitz Marthas Cab 750ml \$99.99

Beer Sales

BELOW BEER SALES BEGIN
APRIL 1st

All Corona 12pk btl \$12.49
Coors and Coors Light 12pk btl \$8.99
Coors and Coors Light 18pk can \$13.99
Keystone Light 12pk btl \$7.49
All Breckenridge 12pk btl \$10.49
MGD & Miller Lite 12k btl \$8.99

Make sure to check out our
"Blow Out" carts. All wines
reduced to **\$5.99**

All Sales and Specials may end anytime
without further notice.

Timely Cocktails

April Fool

1 ¼ oz. Apple schnapps
2 oz. Cranberry juice
1 scoop Vanilla ice cream
1 scoop crushed ice

Blend the ingredients. Pour into a martini glass and garnish with fresh mint.



Low Carb Springtime Vodka Cocktails

Spirits like vodka and tequila are carb-free and fat-free. The key is what you mix with, also watch the amount of calorie. No-carb or fat-free doesn't mean calorie-free.

Blue Bombsicle

1 oz UV Blue Raspberry Vodka
Fill with Crystal Light Lemonade
(4 carbs, 70 cal, 0 fat, 0 cholesterol)

Red Bull Vodka

1 oz UV Red Cherry Vodka
Fill with sugar-free Red Bull
(6 carbs, 75 cal, 0 at, 0 cholesterol)

Cherry Bomb Vodka

1 oz UV Red Cherry Vodka
Fill with Diet Coke (or Diet Cherry Coke)
(2 carbs, 60 cal, 0 fat, 0 cholesterol)

Vodka Tonic

1 oz Vodka
Fill with Diet Tonic
(0 carbs, 65 calories, 0 fat, 0 cholesterol)

UV Vodka: It's distilled four times. UV Vodka offers five different naturally flavored vodkas including Citrus, Apple, Cherry, Raspberry and Vanilla.

Available at SLO: \$9.99 for 750ml and \$14.99 for 1.75 Liter



What you need to know about Cognac

- Distilled from carefully selected grapes, true cognac originates only in the Cognac region of France
- In the early 16th century, a Dutch trader invented a way to ship more wine in a limited space by extracting water from the wine. This was called 'bardwijn' meaning 'burned wine' and later became 'brandy.'
- Cognac was born during the 17th century, when the Cognacais began to double distill their brandy to allow the eaux-de-vie to travel in the safest and most economical way.
- During aging, an estimated 3%-7%, known as the 'angel's share', is lost to evaporation.
- By law, distillation must take place on March 31st of the year following harvest to capture the fruity, fresh quality of the wine.
- Cognac is best served in a tulip glass that allows the aroma to be concentrated and slowly released.

- Beverage Analyst

Stand Up Jokes For Sit Down Drinkers

A local bar was so certain that its bartender was the strongest man around that they offered a \$1000 bet: The bartender would squeeze a lemon until all the juice ran into a glass and hand the lemon to a patron. Anyone who could squeeze one more drop of juice into the glass would win the money. Many people had tried but no one could do it.

One day, a scrawny little man came into the bar wearing thick glasses and a polyester suit and said in a tiny voice, "I'd like to try the bet."

After the laughter died down, the bartender grabbed a lemon and squeezed away. Then, he handed the wrinkled remains of the rind to the little man. The crowd's laughter turned to silence as the man clenched his fist around the lemon and six drops fell into the glass.

As the crowd cheered, the bartender paid the \$1000 and asked the little man, "What do you do for a living?"

The man replied, "I work for the IRS."

The SLO "Beer Man's" Pick of the Month – Sierra Nevada's Bigfoot Ale -

Ken Grossman, Sierra Nevada's founder, began brewing beer after a friend showed him the tricks of the home trade. After studying chemistry and physics, he opened his own home brewing store. While supplying his local California community with home brew advice and equipment, Grossman dreamt of owning his own brewery. In 1978 the dream began to materialize. Ken and co-founder Paul Camusi rigged up a brewery from salvaged equipment. Though the equipment was secondhand, the beer was first rate. They used premium ingredients, including the copious quantities of hops that became their trademark. Sierra Nevada was named after Ken's favorite hiking spot and brewed its first batch in November of 1980. Public demand soon exceeded the small brewery's capacity. After several renovations, Sierra Nevada is still going strong today, producing nearly 800,000 barrels a year. Try Sierra Nevada's Spring Seasonal "Bigfoot" Ale this month. It is an English style barley wine and a Gold Medal winner at the Great American Beer Festival. It has a fruity bouquet and a rich, intense palate, superbly balanced between a powerful maltiness and bittersweet hoppiness. It has a 9.6% alcohol content so watch your step! - **Trey Kern**

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