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America's Premier Specialty Beer Importer
Lindemans for Valentine's Day

February 2009

This is the monthly e-newsletter from beer importer Merchant du Vin. It is designed to promote understanding, enjoyment, and sales of fine beer.

Lindemans for Valentine's Day

Unique, elegant, and sparkling - just like your Valentine

If you have tasted Lindemans fruit lambics, you already know. If you haven't tried them, Valentine's Day is the perfect opportunity to discover exciting, sweet fruit flavors perfectly balanced by the dry, tart complexity of real lambic - Belgian ale fermented with wild yeast.

Find Lindemans at any specialty beer store, or at a bar or restaurant that has a good beer list. Then wow your valentine by sharing a bottle!

Lindemans Brewery makes the best-selling lambic beers in America and is famous for elegant, sweet Framboise (Raspberry), Pomme (Apple), Peche (Peach), Kriek (Cherry), and Cassis (Black Currant) lambics. They also produce traditional lambics without fruit, blended by hand and known as gueuze - if your sweetheart is an advanced beer hobbyist, try a bottle of Lindemans Cuvée René Gueuze.

Founded in 1811, Lindemans Farm Brewery has been family-owned and operated for eight generations.

(Valentine's Day is Saturday, February 14, 2009.)

merchantduvin.com



Glassware, tipping, Organic beer, and Rochefort

A few beer notes:

-Business among brewers, importers, distributors, and beer retailers is fairly good, thanks. The fine beer industry is somewhat recession-resistant, and beer remains one of life's affordable pleasures.

-Glassware: When ordering a bottled beer at a restaurant or bar, we like to have a server also bring us a glass. If you get the beer without a glass, we suggest that a courteous, "Could I please have a glass to pour this into?" is an appropriate response - rather than showing frustration, getting angry, or drinking from the bottle. A room-temperature glass - not chilled - allows the flavor of the beer to show better, but keep in mind: a bar or restaurant that brings you a freezer-chilled "frosty" glass does so thinking that they are taking an extra, positive step. The glass will warm up . . . and you may have a chance to give some (courteous) feedback if you choose.

-Tipping: Servers and bartenders: thanks for the hard work, knowledge, and multitasking abilities. Thanks for always acknowledging us & paying attention, even when you are busy. Customers: remember that your tip is a major factor in the income of a good server or bartender - one who works hard, has good knowledge, and who pays attention to you.

-Organic beers: all hops and all malt used in the Certified Organic beers imported by Merchant du Vin are organic - some of you may recall the past news that some American organic beers contained non-organic hops.

-There is no Rochefort 12. There was a fairly well-done internet hoax in 2007 that showed a mocked-up bottle of Rochefort 12. There is Rochefort 10, even though high demand has lead to some out-of-stocks. Apologies if you couldn't find it, and thanks for the glowing reviews & high demand. (The Dec. '08 [BeerAdvocate magazine](#) has a list of the "All-Time Top Beers on Planet Earth." Rochefort Trappist 10 was first on the list; Ayinger Celebrator Doppelbock was #5; Rochefort 8 was #23. The full list is right [here](#).)

News & Events

This month's MdV beer accolades & news

Merchant du Vin's benchmark imports continue to gain more attention in the media:

[Samuel Smith's Nut Brown Ale](#) was featured on ABC's "Good Morning America" on Friday, Jan. 30, '09 - "a perfect pairing for Super Bowl wings." You can view the video right [here](#).

[Samuel Smith's Imperial Stout](#) was featured - with a photo - in the Feb/March '09 issue of "Fine Cooking" magazine. Check it out as a 455 KB .pdf right [here](#).

On Jan. 12, '09, [Modern Brewery Age](#) recapped the "Top 15 Imports of 2008," and the list included Pinkus Organic Jubliate, Ayinger Brau-Weisse, and Ayinger Ur- Weisse. Check it out right [here](#).

Sam Smith's Pale Ale is featured in the January '09 *Maxim* magazine as one of the "best beers on earth" - just look for Hilary Duff on the cover, or check it out in .pdf right [here](#). (Yes, we mentioned this last e-news as well . . .)

A full current news listing is always on our [news page](#); you can also check local beer tastings, dinners and festivals on our [national events page](#) and read previous html versions of this newsletter at our [e-news archive](#). If you are interested in beer glassware, clothing and collectables we also have an online [e-store](#) . . . and we recently added a great-looking embossed Samuel Smith metal sign, with frame.

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