

the art of excellence *continues*

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craft
winemaking

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Winemakers can now explore the exciting world of craft winemaking with three distinctly packaged wine kits, each boasting their own unique characteristics and taste profiles.

The wine selection is made easy using the wine profile chart below. Each kit features wines rated for Oak, Body and Sweetness. Look for these letters, alongside wine tasting notes, which best describe the wines' finished profiles.

OAK	BODY	SWEETNESS
U - UNOAKED	L - LIGHT	D - DRY
L - LIGHT	M - MEDIUM	O - OFF DRY
M - MEDIUM	F - FULL	S - SWEET
H - HEAVY		

Note: Wine is very subjective to all individuals. Different types of winemaking practices can affect the outcome of your wine. The chart above is a guideline for how we describe the profiles of our finished wines. Refer to tasting notes for each wine's profile.

Find only the finest grape varieties, alongside GenuWine crushed or dried grape skins in select winemaking kits. Deep hues, enhanced bouquets, and a lingering finish come together with GenuWine Grape Skins across a selection of red wines.

Look for a gold **G** for Winery Crushed Grape Skins, and a silver **G** for Winery Dried Grape Skins to create truly excellent wines.



Each En Primeur Winery Series wine kit contains 12 to 14 litres of superior quality varietal grape juice and concentrate. In as little as six to eight weeks, it will make 23 litres (30 bottles) of exceptional craft wine.

30x
750ml  SIZE
14L 



Each Cru Select kit contains 12 litres of superior quality varietal grape juice and concentrate. In as little as six weeks, it will make 23 litres (30 bottles) of distinctive craft wine.

30x
750ml  SIZE
12L 



Each Cru International kit contains everything needed to make 23 litres (30 bottles) of outstanding craft wine in as little as five weeks.

30x
750ml  SIZE
8L 



EN PRIMEUR WINERY SERIES

Take your craft to the highest level.

Dedicated winemakers appreciate the authenticity of our En Primeur Winery Series that combines exclusive wines with the finest craft winemaking traditions.

Our red wines include GenuWine Winery Crushed or Dried Grape Skins, which provide deep colour, chewy tannins, tantalizing flavours and complex aromas. Our white wines include select yeast strains that enhance varietal characteristics during fermentation to bring out the best flavours and aromas.

Craft winemakers who want to explore their passion for traditional craft winemaking, and take pride in stocking their cellars with their own distinctive and exceptional wines, make En Primeur Winery Series wines.

EN PRIMEUR WINERY SERIES ROSÉ

Chile Pinot Noir Rosé U | M | D

Bursting with the aromas and flavours of strawberry jam, complemented by raspberries, rhubarb, and floral notes. Juicy on the palate, it's exquisitely balanced with a luxuriously smooth mouth feel.

EN PRIMEUR WINERY SERIES WHITE

Australia Riesling Gewürztraminer U | M | O

Apples, spice, with a slight minerality on the nose. Flavours of citrus, floral and honey linger on the palate. Pleasant acidity to balance sweetness. A triumph.

Chile Chardonnay L | M | D

Bursting with hints of pineapple, melon, and peach on the palate, delicate hints of pear on the finish. A perfectly balanced wine with fresh and lively acidity.

Italy Pinot Grigio U | L | D

Opens with citrus, floral, and pear notes. Hints of citrus and green apple on the finish. The palate is elevated with its perfect harmony of fruit and crisp acidity.

South Africa Sauvignon Blanc U | M | D

Aromas of apple, lemon, and kiwi on the nose and hints of lemon and herbaceous flavours on the palate. Expect a zesty finish to this elegant wine.

Winemaker's Trio White U | M | D

This refined Pinot Grigio, Sauvignon Blanc, and Muscat blend exudes pretty floral aromas with hints of tropical fruit and lychee. Flavours on the palate include juicy pineapple, mango, peach, and lychee.

EN PRIMEUR WINERY SERIES RED

G Australia Cabernet Sauvignon M | F | D

This complex, full-bodied wine has an appealing aroma of plump blackberries, sweet vanilla, and fresh violets while cherries, pepper spice, and rich tannins grace the palate.

G Australia Cabernet Shiraz M | F | D

A fruit forward blend with firm tannins and notes of cassis and toast and vanilla flavours from the American oak create a balanced classic wine.

G Australia Pinot Noir M | M | D

An elegant wine bursting with flavours of ripe black cherries, red berry fruits, and delicate spice notes on the palate superbly balanced with oak.

G Australia Shiraz H | M | D

Warm black fruit and berries entice the nose, while concentrated flavours of red fruit, oak, and chocolate round out the experience of this satisfying medium-bodied wine.

G Chile Carménère M | M | D

This opulent and rich, Carménère boasts the luscious flavours of red cherries and berries, with hints of spice and leather enhanced by robust tannins.

G Chile Malbec M | M | D

A brilliant bouquet of dark fruits with subtle hints of oak, vanilla, and spices. Strong plum and berry flavours are balanced by moderate tannins on the palate.

G Chile Merlot M | M | D

A classic wine with a rich aromatic bouquet of fresh red cherries, toasted oak, and herbs. Expressive flavours of dark ripe plums, berries, and silky tannins on the palate.

G Italy Amarone Style M | F | D

A spicy bouquet with black cherry, tobacco, licorice, and coffee notes. The palate is big, round, and flavourful with delicious dark fruit, leather, cassis, and pepper notes.

G Italy Rosso Grande Eccellente M | F | D

A delectable bouquet of sweet ripe berries, spices, and farm cherries, and firmly structured tannins. This assertive wine is bold in all aspects.

G Italy Super Tuscan H | F | D

An assertive wine with aromatics of fresh raspberries supported by subtle hints of vanilla and earth. A concentrated palate of blackberries and black pepper with firm tannins.

G Italy Valpola M | M | D

A fruit forward nose with aromas of raisins, dark cherries, and toasted oak. Notes of sweet chocolate, prunes and firm tannins grace the palate.

G Italy Zinfandel M | F | D

A bouquet of black cherries and plump dark fruit are framed by the ample aromas of tobacco and dark coffee. Fruit forward with an array of spicy flavours on the finish.

G Spain Grenache Syrah M | M | D

A nose and palate brimming with spicy black pepper notes, dried dark fruit, earth, and a hint of tobacco, with a lengthy and elegant finish.

G Winemaker's Trio Red M | M | D

A modern, new world style wine featuring a blend of Cabernet Sauvignon, Syrah, and Zinfandel. Aromas of vanilla, red berries, and black cherries and sweet flavours of ripe raspberry, chocolate, and cherry.



Cru SELECT

Sophistication in every variety.

Discover the world of quality craft winemaking with Cru Select. Using only the finest grape varieties, our recipes are made with sophistication that you can taste in every glass.

From the noble golden Chardonnay to the alluring deep Cabernet Sauvignon, you'll discover all Cru Select wines have the right body, flavour, clarity and bouquet to satisfy even the most discerning palate.

Crafting outstanding wine can take a little more time, but it's worth it. This Cru Select wine kit is a treasure for wine enthusiasts who are looking to try new wine varieties and styles from around the world.

CRU SELECT WHITE

Australia Style Chardonnay M | M | D

A classic style Chardonnay that is clean, crisp, and rich in varietal character with fruit flavours abound. It is golden-hued and slightly tart while flavours of vanilla and cloves tantalize the palate.

Australia Style Viognier Pinot Gris

U | M | D

This popular Australian white blend is extremely aromatic, opening with apricots and pear notes and finishing on a refreshing fruit forward note.

Argentina Style Trio U | M | D

This modern New World white highlights the apricot and floral notes of Viognier, the minerality of Riesling, and the tropical aromas of Chardonnay.

Germany Style Gewürztraminer

U | M | O

Spicy notes, typical of Gewürztraminer are complemented by aromas of roses, lychees and tropical fruit. Elderflowers bring out intense fruity characteristics.

Italy Style Bella Bianco™ H | F | D

This modern and bold Italian style white blend is extraordinarily rich, with buttery aromas and flavours that are balanced by lush tropical fruit and full oak character.

Italy Style Pinot Grigio U | L | D

Made in an Italian style, the bouquet reveals bright citrus and green apple aromas with honeydew tones; an exquisite balance of citrus and acidity.

New Zealand Style Sauvignon Blanc

L | M | D

This renowned New Zealand wine presents soft hues in the glass. It is crisp and light, with intense flavours of grapefruit peel, freshly cut grass, and light oak on the finish.

CRU SELECT RED

Australia Style Cabernet Sauvignon

M | M | D

Soft yet fruity, this Australian style Cab shows more complex varietal fruit flavours, including cherry and blackberry, than its Old World counterpart.

Australia Style Cabernet Shiraz Merlot

H | F | D

These three noble grapes, grown in Australia's warm climate, have produced an elegant wine with aromas of leather and black pepper and intense jammy flavours of blackberries.

Australia Style Shiraz H | M | D

Deep and dark in colour with a rich bouquet of fruit and a hint of cassis, this is the Shiraz that put Australian wines on the map. It will age into a velvety wine of pure elegance.

Amarone Style H | F | D

This classic Italian style wine is packed with rich raspberry, blackberry and cassis flavours. Deep, dark, and inviting, the finish is long, lingering, and full of ripe tannins.

California Style Cabernet Syrah Zinfandel

H | M | D

This is a classic big, bold California red blend. It exudes pronounced flavours of black cherries and berries layered with toasted oak, vanilla, and rich notes of dark chocolate and coffee.

California Style Pinot Noir L | M | D

This New World California style Pinot Noir features a bouquet of rich tobacco and ripe dark cherries. The hint of oak and velvety tannins on the palate are a pleasant surprise.

Chile Style Cabernet Malbec Carménère

M | M | D

Strong notes of green pepper, dark fruit, and leather define this rich dark wine. Smooth tannins grace the palate followed by blackberries and spice.

Chile Style Malbec H | M | D

Aromas of crushed blackberries and vanilla follow through to a densely packed palate boasting chocolate and abundant oak tones. This wine showcases the Malbec grape at its best.

France Style Merlot M | M | D

Impressive aromas of farm fresh strawberries, violets, and vanilla framed with soft, silky tannins. Powerful notes of ripe raspberries, cherries, and dark fruit on the palate. A true French classic wine.

Italy Style Nebbiolo M | M | D

Made from the prized Nebbiolo grape, this wine features flavours of violet, cherries, and cocoa. Undertones of toasted oak, dark fruit and firm acidity dominate the long finish.

Italy Style Rosso Grande M | F | D

Deep ruby-garnet colour and spicy oak aroma, bursting with vibrant flavours of ripe berries and black cherries. This is classic, food-friendly Italian style red wine.

Italy Style Sangiovese M | M | D

This deep ruby red wine with aromas of tobacco, ripe plums and black cherries will remind you of Tuscany. The palate offers explosive notes of blackberries, prunes, and vanilla.

G Italy Style Valpola M | M | D

An aroma reminiscent of farm fresh cherries backed by streaks of dark chocolate. Toasted oak on the palate helps it age into an Italian style wine of award winning potential.



Cru INTERNATIONAL

Inspired by the finest winemaking regions.

Explore the world of wine, one kit at a time, with Cru International. Inspired by the finest grape-growing regions, these wines highlight the unique tastes of grapes chosen from around the world.

Whether you enjoy full-bodied reds or refreshing whites, Cru International has the perfect international wine style for you.

Many of our world-renowned reds feature our patented GenuWine Winery Dried Grape Skins. This process preserves 'fresh from the vineyard' flavours and brings the best of the grape to every glass.

CRU INTERNATIONAL BLUSH

California White Zinfandel Style U | L | O

This easy drinking, classically California style blush offers fresh floral notes on the nose and pleasing berry flavours with a soft, off-dry finish on the palate.

France Rosé Style U | M | D

Made in the classic French rosé style, it is light bodied and pink in colour with spiced strawberry and crisp, citrus aromas. The palate features fresh strawberry flavours with a refreshing fruity finish.

CRU INTERNATIONAL WHITE

California Chardonnay Style M | M | D
Captivating flavours of green apple and tropical fruit enhance an upfront floral bouquet as is expected by the finest California Chardonnays. It will develop to reveal layers of ripe fruit and integrated oak.

California Muscat Style U | M | O
A luscious blend with flavours and aromas of peach, apricot, baked apple, and pear. This soft white crowd-pleasing California wine also has a hint of tropical fruit.

Germany Gewürztraminer Style U | M | O

Made in the style of one of Germany's most renowned whites, this Gewürztraminer style is balanced and crisp with bold tropical fruits on the palate.

Germany Müller-Thurgau Style U | M | O

Made from a quintessential German white grape variety, this wine features subtle fruit notes and a mild acidity. Its long and lasting finish will leave you wanting more.

Germany Riesling Style U | L | D
Clean, crisp, and slightly fruity, this wine is full of fruit flavour with an intense and pleasing aroma. You will want to savour through to the last sip.

Italy Pinot Grigio Style U | L | D

An enticing deep apple and grape-fruit bouquet with apple and citrus notes that follow through to the palate and linger with a dry finish. This Pinot Grigio is made in the true northern Italian style.

Italy Verdicchio Style U | L | D

Herbal aromas dominate the bouquet, while flavours of lemon and pear entice the palate. The finish is crisp and clean. A refreshing style white wine.

Ontario Sauvignon Blanc Style U | M | D

Straw in colour with a refreshing grassy nose; bold herbal tones and fresh citrus flavours on the palate. This wine is as delightful as a cool Ontario Fall day, its finish both long and fruity.

South Africa Chenin Blanc Style U | M | D

The fruity nose has hints of green apple and lemon with a subtle floral bouquet. On the palate, true to its South African origins, it is delightfully refreshing.

CRU INTERNATIONAL REDS WITH SKINS

G Argentina Malbec Syrah Style M | M | D
Malbec is Argentina's best known and cherished red grape. Blended with spicy Syrah, it creates a wine with pleasant toasty aromas, hints of cherry, and dark fruit on the palate.

G Australia Cabernet Sauvignon Style M | M | D
A classic Cabernet Sauvignon with a nose of blackcurrants, dark chocolate, and subtle toasty notes with hints of coffee and vanilla notes on the palate.

G British Columbia Meritage Style M | M | D
This dry, medium-bodied wine opens on the nose with delicious aromas of red currant, cassis, vanilla, cigar box, and spices. On the palate, it unveils a round mouth feel with polished tannins for a supported finish.

G California Syrah Style M | F | D
Raspberries and peppery spice blend in harmony to create an elegant flavour with soft, balanced tannins and a lingering, smooth finish. This is a California wine at its best.

G California Zinfandel Style M | M | D
California's prized grape creates a wine with a luscious bouquet of ripe black cherry and delicate spices. The palate boasts a hint of toasted oak with well-rounded, berry fruit, and a long finish.

G Chile Cabernet Merlot Style M | M | D
A robust bouquet of warm dark fruit and tobacco leads to elevated aromas of ripe black currants and cherries. Layers of coffee and dark plum notes unfold to reveal a traditional Chilean dry wine with supple tannins.

G Chile Malbec Style M | M | D
Warm spice notes and aromas and flavours of ripe blackberry and blackcurrant. Chile is well known for these chewy, deep, rustic red wines with intense cherry flavours and blended oak undertones.

G Italy Nebbiolo Style M | M | D
Luxurious flavours of dark plums and chocolate greet the nose, while hints of blackberries, toasted oak, and spices are found on the palate of this great Italian classic.

G Italy Sangiovese Style M | M | D
Perhaps Italy's best loved grape from Tuscany, this wine is expressive on the palate with lively cherry fruit and a brisk acidity supported by ample smooth tannins with a deep and lingering finish.

G Washington Merlot Style M | M | D
A cooler climate style Merlot from Washington, this wine features classic flavours of cassis and chocolate. It is dark and rich with complex notes of blackberries and velvety tannins.



CRU INTERNATIONAL REDS WITHOUT SKINS

British Columbia Pinot Noir Style

M | M | D

As one would expect from a BC style Pinot Noir, this wine features aromas of black cherries and fresh strawberries. Silky tannins while subtle notes of pepper and spice round out the palate.

California Cabernet Sauvignon Style

M | M | D

A hint of violet is present in the bouquet, typical of this variety. It's superbly enhanced with the addition of oak, and while it can be drunk young, it also does well with age.

Chile Merlot Style M | M | D

A smooth, rich wine, medium dark in colour with notes of blackberry and currants. A hint of green olive in the bouquet will pleasantly surprise and delight you.

France Vieux Château du Roi M | M | D

A complex blend of grape varietals, this rich wine is dark in colour and high in tannin, leaving a hint of plum on the palate.

Italy Valpola Style M | M | D

An intense, deep-coloured red wine boasting a velvety yet fruity flavour with a long, lingering finish. Aging will only add to the complexity of this food-friendly wine.



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experience with family and friends.

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