

THE
STORY
OF
WINE

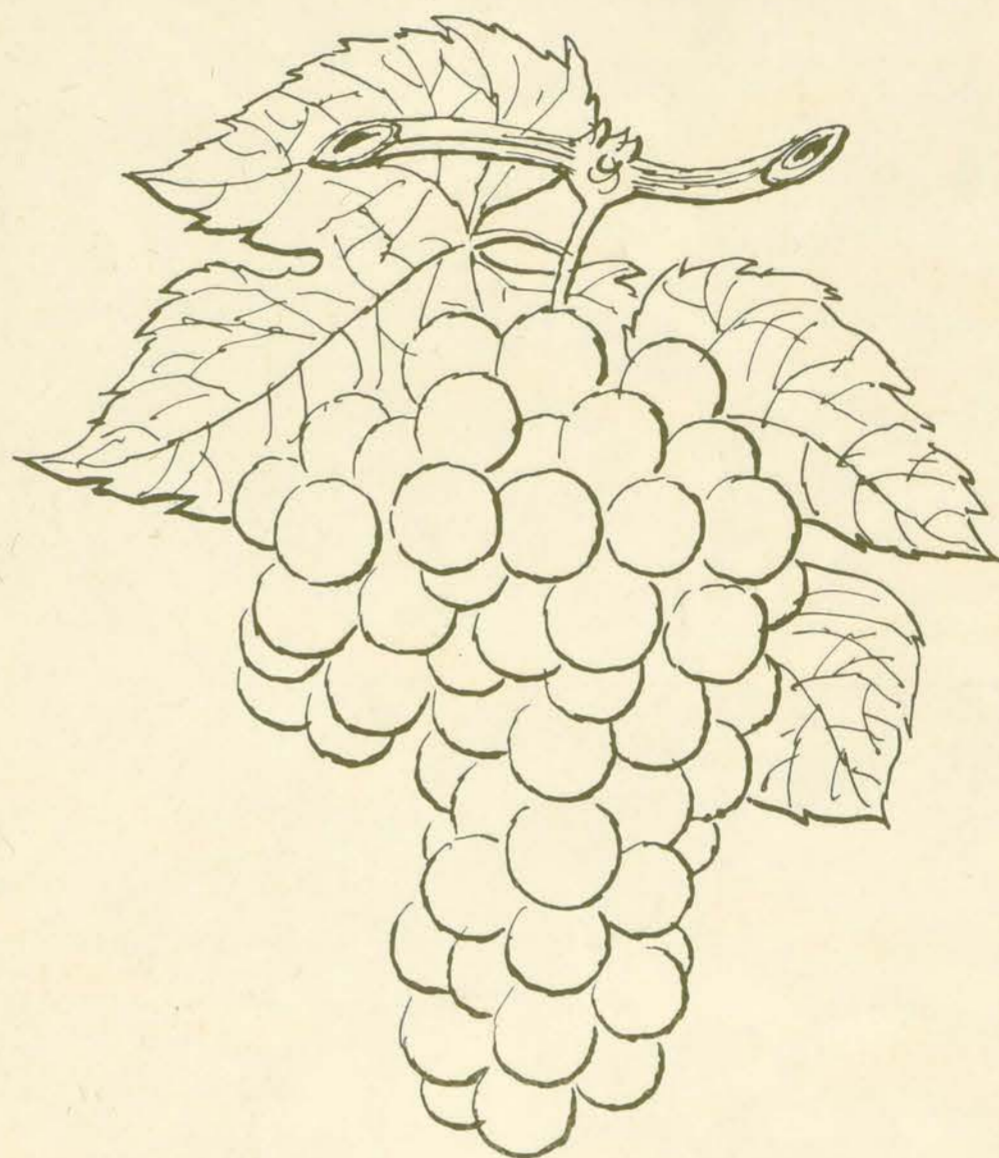


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For

Gabriel Meunier, D.P.

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THE NIAGARA PENINSULA



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erhaps no better words on "The Uses of Wine" have ever been written than the following paragraphs, reprinted with permission, from the Encyclopaedia Britannica:

"Wine is as old as civilization and no drink except water and milk has won such universal commendation through the ages. It is used to perform rites in churches; to observe memorable occasions; to launch ships; to minister to the sick; to welcome guests; to inspire the mind. It is essentially a drink of moderation;

when used to excess, wine itself is abused.

"Most of the world's wines are consumed with food, and in some countries they hold a place as food in themselves, appearing on the average table as regularly as bread.

It has been demonstrated that natural grape sugars in wine are readily absorbed by the human system and are desirable in the diet, that the alcohol in wine is a quick source of caloric energy, that wine has a definite blood-building iron content, that it contains all of the 13 mineral elements recognized as needful to maintain human life.

WINE

Beverage
of true
Temperance

"Wine at the table promotes appetite, digestion and well-being. Saucelike, it accents the flavours of foods.

Dry table wines, alone among all the common beverages of man, are produced entirely for mealtime use.

In their many forms they contain all of the four taste elements to which the palate is sensitive—sweetness, acidity, saltiness and bitterness—

to balance the same elements in solid foods. Moreover, they supply aroma, acidity and smoothness for foods that lack these qualities.



"In those countries where wines are commonly used with food they also are commonly introduced into food in cooking. They lose their alcohol when subjected to heat, but chefs depend upon them to heighten the flavour and aroma of foods and to give them balance. In France, where wine with food is the general custom, wine within the food is so greatly favoured that most chefs never use water in cooking when they can use wine instead."

*

Q. WHAT IS TEMPERANCE? Does it necessarily mean total abstinence?

A. Funk and Wagnall's Standard Dictionary describes temperance as "habitual moderation." This dictionary further defines temperance as "The principle and practise of moderation in the use of strong or distilled liquors; the rule adopted by the original temperance societies."

The Encyclopaedia Britannica in its article on "Temperance", remarks that "the organized agitation against the abuse . . . of alcohol" is strongest in the northern countries where distilled spirits are used.

"In the wine-producing countries, it is either weak or non-existent . . . In Spain, Portugal and along the Mediterranean, there is no need to check drunkenness because there people are naturally sober."

The experience of centuries shows that wine is the beverage of true temperance.

As such, it should be a welcome guest in every Canadian household.





SHERRY. "The wine of welcome," nutty flavoured, amber-coloured sherry, dry, medium or sweet, is the most popular wine in Canada. Serve a dry sherry, chilled, as an appetizer with canapes or soups. For afternoon entertaining, or with desserts, a sweet sherry is preferable.



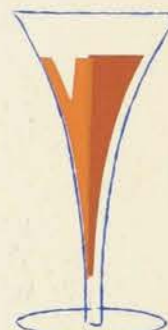
PORT. Rich, fruity, heavy-bodied, port is a sweet-to-medium-sweet red wine. Serve at room temperature, with desserts or immediately after the dessert. Excellent with sweet cakes, nuts, fruit.



DRY VERMOUTH. Flavoured with a variety of herbs, this vermouth, favoured in France, has a low sugar content, is light amber in colour and is used in the making of dry Martinis and other cocktails.



SWEET VERMOUTH. Also finely flavoured with aromatic herbs, this vermouth is an ingredient of sweet Manhattan cocktails and other mixed drinks.



WINE

AND

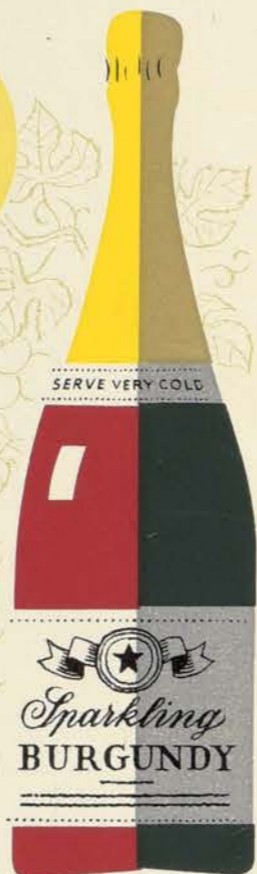
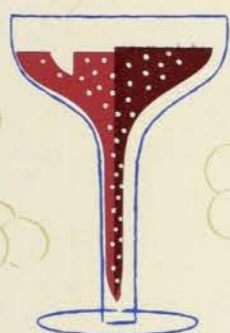
FOOD



CHAMPAGNE. A sparkling wine, pale gold in colour—much favoured for gay, festive occasions. Serve chilled, with any course of food. Canadian champagnes have won awards in International competitions.



SPARKLING BURGUNDY. An effervescent, deep red wine of delicate but full-bodied flavour. Serve well-chilled. Excellent companion for red meats, game birds and venison.



RED TABLE WINE. This light-bodied red wine has very little sweetness. It is at its best when served at room temperature with steaks, roasts, chops, game, spaghetti and cheese.



CONCORD SWEET RED WINE. Very sweet, this ruby wine has a fresh fruity character. It is a dessert wine, often enjoyed with sweet cakes, nuts and cheeses.



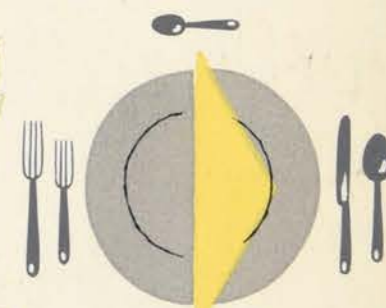
WHITE TABLE WINE. A pale straw colour, this medium dry or dry wine should be served, well chilled, with fish, chicken or other white meats.



WHITE TABLE WINE. Also light-amber in colour, this medium dry or dry wine is notable for an almost complete absence of sweetness. Its delicate bouquet and flavour make it a fine table mate to filet of sole and other fish dishes. Chill before serving.



SACRAMENTAL WINES. A number of excellent mass and sacramental wines are vinted by the wineries of Canada for churches of various denominations.



WINE COCKTAIL. A sherry-type wine, the cocktail is lightly flavoured with herbs or essences. It is an appetizer beverage mainly, and is often served immediately before the meal hour or following the dessert.



A WORLD HISTORY OF WINE

Not a few of us in Canada can trace our warm friendship for wine back to our days of service overseas in one or other of the two World Wars, when we first became enchanted by this bewitching companion of man. But wherever wine first captured our hearts, when we sip it now, to gain "happiness and deep content" at the end of a jangling day, we may well reflect that wine has been the inspirer and intimate companion of man through countless struggles and troubles and rejoicings since the earliest days of the race.

Since the remote age when Man first found a crushed and fermented grape, sucked it and discovered its enticement, the art of the wine-maker and the calm, deep pleasure of the wine-lover have been part of the human heritage.

"THE UNDOUBTED CHILD OF NATURE"

Alone among stimulating beverages, wine is the undoubted child of Nature. Only in wine do sun and soil work together, needing no aid, to transmute "the living blood of the grape" into the only alcoholic liquid which offers an invitation both to enjoyment and to easy moderation.

So instinctively is wine associated in the human mind with beneficence that, in the dawn of history, the art of wine-making was ascribed to the gods or to other heroic figures: to Dionysus by the Greeks, to Osiris by the Egyptians and to Noah by the Hebrews.

When Ulysses ventured into the cave of the Cyclops, he carried with him a black wine so rich that, even after it was diluted with twenty measures of sea-water, Homer sang of it:

"And even then the beaker breathed abroad
A scent celestial, which whoever smelt
Henceforth no pleasure found it to abstain."
The god of wine himself, Bacchus, after his

education by the nymphs of the springs and grottoes, is related to have travelled the world, spreading knowledge of the culture of grapes and the fermentation of wine.

PRODUCT OF CIVILIZATION

Throughout early history, the cultivation of the vine indicated a relatively stable civilization—for even then, wine was not drunk until it had long matured at its place of origin. Indeed, the Nabateans were expressly forbidden to make wine simply because its period of maturation might interfere with the tribe's jealously-guarded nomadic tradition.

In Holy Writ, the first specific mention of wine is of a variety produced near Damascus in the time of Ezekiel (xxvii-18). It is also mentioned as being produced early on the Greek islands of Chios, Lesbos and Cos.

Wine was introduced to the Romans by the Greeks, who took it into Italy and South Gaul. At about the same time, the Phoenicians were carrying the first goat-skin bottles of wine into Spain.

ROMANS PROTECT THEIR NATIVE WINES

An early attempt to protect and encourage the production of native wines is recorded by the historian Pliny. He tells how the Romans, after developing their tastes on the Grecian and Gallic varieties, and after copying the skills of the foreign vintners, proceeded with characteristic astuteness to ban the importation of foreign wines.

Thereupon the entire Roman nation went into a frenzy of enthusiasm for the new-found domestic wine industry. Extravagantly, they trained vines over trellises, palisades and roof-tops. Florentinus even writes of grapes ripening on the vine at the tops of 60-foot trees. From this sprang bitter debate. Cato wrote exultantly, "The higher the vine the better." But Cineas, Ambassador of Pyrrhus, replied in scorn: "No wonder the wines are so harsh when their parents are hung on so high a gibbet!"

Throughout the remainder of the Roman era, constant research was pursued into all phases of wine-making—including such important subjects as pruning, propping and grafting of vines, preservation, storing and transporting of wines, and even the problem of "fining" or clarifying the

final product. Horace tells of breaking raw pigeon-eggs into new Surrentine wine for this purpose.

WINE CAPTIVATES FRANCE— AND ALL WESTERN EUROPE

Meanwhile, in France even greater strides had been made in the production and perfection of red and white wines of various types. To the South, in Spain and Portugal, the grapes native to the Iberian Peninsula were being made into the wines which were the ancestors of the sherries and ports which today are world famous. Germany, too, began to produce the Rhenish wine for which she quickly became renowned.

THE VINTNER'S ART SPREADS AROUND THE WORLD

Next, briefly in Britain and, as the centuries rolled on, in North America, the wine-maker further developed his art, using whatever combination of imported and domestic vines he found most suitable to soil and climate.

With every generation, skills advanced in all phases of wine-making. Methods of gathering the grapes were vastly improved. Primitive "treading" gave place to scientific crushing. Marble-dust and isinglass were no longer used to halt fermentation. Wooden casks became almost universal. Better bottles and faster and more efficient bottling were developed. International standards of purity and excellence were enforced.

A NOBLE ART OF MANY LANDS

Wine-making is no closely-guarded secret of any one nation or indeed of any one hemisphere. It is a noble art that has spread to many countries from the Mediterranean basin where it had its birth. It prospers just as well in lands of winter snows as in lands of eternal summer. Different grapes flourish in different soils and produce wines varying in type, yet comparable in quality.

Today in the New World as in the Old, wine continues to be esteemed as the mildest and most truly temperate of all stimulating drinks—as the most delectable to fastidious tastes and most acceptable at all times and on all occasions. Now as at the beginning of recorded history, wine is recognized as the most captivating beverage known to Man.

WINE-MAKING IN CANADA

Nearly 500 years before Columbus first sighted the West Indies, Leif Ericsson and other Norse sea rovers reached the North Atlantic coastline of the new continent and, gazing thirstily at the abundance of wild grapes, called their discovery "Vinland."

This natural evidence of our continent's proclivity for wine growing, and the fact that our first permanent settlers were to be the French, with their loving tradition of viniculture, made it inevitable that wine growing should become an essence of our New World's civilization.

JESUIT MISSIONARIES WERE CANADA'S FIRST WINE-MAKERS

In the early 1600's, French Jesuit missionaries echoed the Norsemen's enthusiasm for the profusion of wild grapes in what are now the provinces of Quebec and Ontario. When their supply of French-vintage sacramental wines was exhausted, they crushed and fermented the wild grapes and thus became the first wine-makers of this country.

In Le Jeune's Relations of 1636 appears the statement: "In some places there are many wild vines loaded with grapes. Some have made wine of them through curiosity; I tasted it, and it seemed to me to be very good."

TWO CENTURIES OF STRUGGLE

Through two hundred years, attempts to grow European grapes in Canada met with failure; the winters were too severe.

Such wine-producing as succeeded was confined mainly to a narrow belt in Southern Ontario. In 1811, an ex-corporal in the German army, John Schiller, became a wine-maker in a small way at Cooksville, Ontario. Numerous further experiments in wine-producing were made during the succeeding decades, especially in the neighbourhood of Hamilton and Grimsby.

THE RIGHT SOIL THE RIGHT GRAPES

Gradually, grape-growers discovered that the sunny

Niagara Peninsula with its more moderate climate, its escarpment protecting it from biting winter winds, its longer growing season and its rich alluvial soil, offered the best opportunity for producing fine, luscious grapes.

By 1880, grape-growers in New York and other nearby states had developed new varieties of grapes, suitable to the North American soil and climate, and of a quality to make clean, palatable wines.

These new strains were soon produced also in the Niagara Peninsula. They consisted principally of Concord and Niagara grapes, with smaller quantities of Catawba, Delaware, Ives and other varieties. The Concord grape thrives best and is the most prolific yielder in Canada's wine country, representing the largest proportion of the grapes grown for wine. The light green Niagara grape, representing 15% of production, comes next. The other varieties include a number of French hybrid strains which are productive of excellent wines.

Hardy and heavy-bearing, these grapes of the Niagara Peninsula make wines with their own distinctive flavour and bouquet, which have won a multitude of steadfast friends in a widening circle of wine-lovers.

Today in the Niagara Peninsula, 20,000 acres of neatly-tended graperies produce each year 45,000 to 55,000 tons of sun-ripened black, green, blue, white and red grapes.

Sixteen wineries in or near the Peninsula produce more than 4,000,000 gallons yearly of still and sparkling wines. These wineries are colourful, vine-clad and steeped in vintage atmosphere. In their cool dark cellars, old oaken casks hold the slowly maturing wines.

THE CANADIAN WINE GROWER'S YEAR

During the late winter months in the Peninsula, work on the next crop begins when vines are pruned and tied to trellises. By mid-May the buds are beginning to burst; a summer of intensive fertilizing, spraying and cultivation is under way. By late August, the grapes begin to colour slightly, but it is not until the hazy, sunny days of early autumn . . . in the "season of mists and mellow fruitfulness" . . . that the skins develop their full colour. At this time, the grapes need more sunshine than ever; it is only within the last six weeks before picking that the rich sweet juices course from the leaves into the fruit.

This period is critical. A killing frost can ruin a whole vineyard. Yet if the grapes are to reach perfection, they must be left to ripen to their utmost. Once the grapes are fully ripe, hundreds of pickers descend upon the vineyards. The snip-snip of grape

shears is heard across the countryside. The vintage is carted to the wineries for inspection and processing. Only fully ripe, sound grapes are accepted for wine-making.

THE MIRACLE OF WINE-MAKING

Fermentation is the great miracle of wine-making. Cultured yeast is introduced to the tanks and soon the yeast cells are busy transforming the sugar into carbon dioxide and alcohol.

Fermentation may take many weeks. After it is over, the new wine is racked off into clean storage tanks. The wine must now undergo ageing and processing, which includes pasteurization, chilling and filtering, before the finished product is bottled.

Canada's wine-making combines the skill and wisdom of the past with the processing advances of recent years. Canada's wineries are among the most modern in equipment and cleanest in operation of any in the world.

CANADA'S WINES WIN INTERNATIONAL AWARDS

Wine-making is an art as well as an industry. Canadian wine-growers, with the pride of artists in their work, have laboured for generations to produce wines distinctive to this country yet comparable in quality to those produced abroad—and now are happy to challenge comparison.

Awards for Canadian wines have been won in the United States and Europe since the 1880's. The degree of quality now achieved is indicated by the eleven citations and medal awards won by Canadian wines since 1951 in International competitions in Sacramento, California; in Lisbon, Portugal; and in London, England.

THE CANADIAN WINE INDUSTRY TODAY

Grape-growing and wine-making in Canada now represent \$25,000,000 invested in vineyards, plant, equipment and products. There are more than 2,500 grape-growers—and they employ more than 4,000 workers at vintage time. The wine industry is by far the largest single purchaser of Ontario's No. 1 fruit crop—grapes.

Today, the wines of the Niagara Valley are sold in all of Canada's provinces from British Columbia to Newfoundland and have even won markets in the United States and the West Indies. Great strides indeed since the first Canadian wines were made by the Jesuit Missionaries over 300 years ago!

A book which is a classic among wine-lovers and a delight to read is George Saintsbury's "Notes on a Cellar Book" published in 1921.*

Professor Saintsbury, (1845-1933) was one of the most distinguished men of letters at the turn of the century and was for twenty years professor of English literature at Edinburgh University. The same charm of style, good humoured common sense and penetrating criticism—backed by immense erudition—which made his works on the history of literature so highly regarded, characterize, too, his "Notes on a Cellar Book."

As Professor Saintsbury wrote this book at the age of 76—and lived on to 88, he was himself an admirable example of his own statement: "Everyone knows . . . instances of moderate drinkers who have reached ages far beyond the average age of man, in a condition of bodily health which compares with that of most, and of intellectual fitness which should shame that of nearly all teetotallers."



Tributes to WINE

Looking back over his life, Professor Saintsbury writes in his book: "There is no money, among that which I have spent since I began to earn my living, of the expenditure of which I am less ashamed, or which gave me better value in return, than the price of the liquids chronicled in this booklet. When they were good they pleased my senses, cheered my spirits, improved my moral and intellectual powers, besides enabling me to confer the same benefits on other people."

Good wine is a good familiar creature if it be well used.

—WILLIAM SHAKESPEARE

Drink no longer water but use a little wine for thy stomach's sake.

—THE BIBLE—NEW TESTAMENT

Wine that maketh glad the heart of man.

—THE BIBLE—OLD TESTAMENT



From wine what sudden friendship springs!

—JOHN GAY

Good wine needs neither bush nor preface To make it welcome.

—SIR WALTER SCOTT

Still, as at Cana's marriage-feast, the best wine is the last.

—JOHN GREENLEAF WHITTIER

Fill every beaker up, my men
pour forth the cheering wine:
There's life and strength in every drop,
—thanksgiving to the vine!

—ALBERT GORTON GREENE

Into a crystal cup the dusky wine I pour, and,
musing at so rich a shrine, I watch the star
that haunts its ruddy gloom.

—GEORGE STERLING

It has become quite a common proverb that in wine there is truth.

—PLINY THE ELDER

Forsake not an old friend, for the new is not comparable to him.

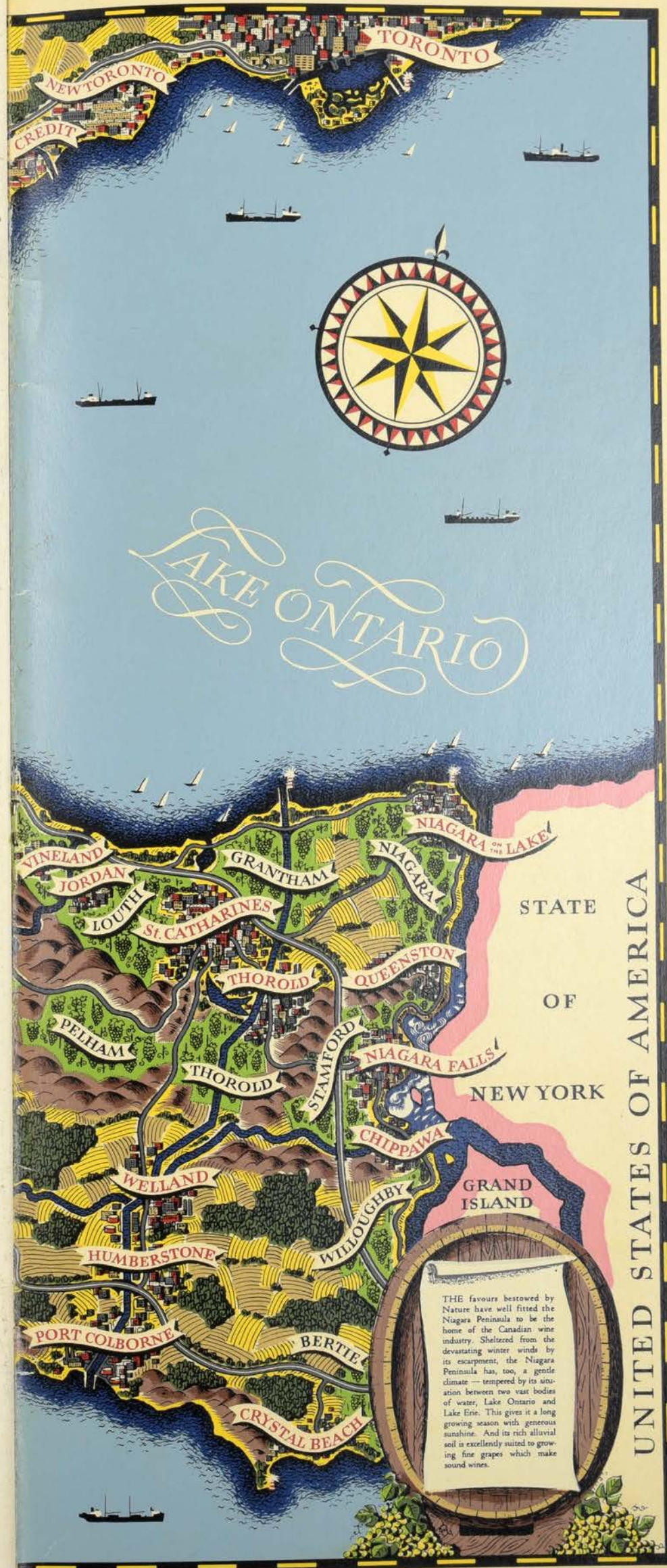
A new friend is as new wine: when it is old, thou shalt drink it with pleasure.

—THE APOCRYPHA

So Life's year begins and closes;
Days though shortening still can shine;
That through youth gave love and roses;
Age still leaves us friends and wine.

—THOMAS MOORE

*Connoisseurs of wine who may wish to add this justly famous book to their libraries will be glad to know that it is still obtainable through their booksellers or from the publishers, MacMillan Co. of Canada Ltd.



THE favours bestowed by Nature have well fitted the Niagara Peninsula to be the home of the Canadian wine industry. Sheltered from the devastating winter winds by its escarpment, the Niagara Peninsula has, too, a gentle climate—tempered by its situation between two vast bodies of water, Lake Ontario and Lake Erie. This gives it a long growing season with generous sunshine. And its rich alluvial soil is excellently suited to growing fine grapes which make sound wines.

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