



MEET THE MAKER

JOHN SLEEMAN
SLEEMAN BREWERIES
FOUNDER AND PRESIDENT

John Sleeman





JOHN SLEEMAN
SLEEMAN BREWERIES
FOUNDER AND PRESIDENT

“I’ve watched the artists in this business – the brewers – literally put history back in a bottle.”



GOLD, CREAM ALE
2008 Canadian
Brewing Award

John Sleeman never lacks for being colourful in his efforts to promote his family brew, but his inspiration is bred in the bone. Having just marked their 20-year anniversary, Sleeman’s brewing history actually stretches back to the mid-1800s. The company flourished, particularly during Prohibition when they ran beer across the border and Al Capone would frequent Guelph to enjoy his favourite beer. Shut down by government regulators in 1933, who insisted they not operate for 50 years, the legendary recipe book and clear bottle design were held in safe keeping. Come 1986, John’s aunt revealed these family artifacts and two years later, John Sleeman re-launched his distinctive bottle and brew to a new generation of admirers.



Sleeman Breweries Ltd.
Guelph, Ontario
1.800.268.8537
www.sleeman.com

For more information visit www.lcbo.com

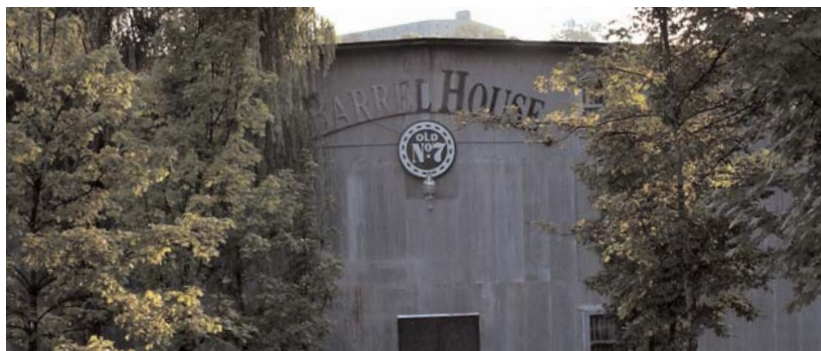


MEET THE MAKER

JEFF ARNETT
JACK DANIEL'S
MASTER DISTILLER

Jeff Arnett





JEFF ARNETT
JACK DANIEL'S
MASTER DISTILLER

“It’s my job to see that nothing changes and that we follow Mr. Jack’s guiding words of, every day we make it, we’ll make it the best we can.”



Jeff Arnett greets every day with the expectations of millions resting on his shoulders – the expectation that he’ll still produce the world’s most famous Tennessee whiskey to its exacting standards. That’s because Jeff is entrusted with making sure the supplies of Jack Daniel’s continue to flow from this legendary Lynchburg, Tennessee distillery. As the seventh person to ever hold the title of Master Distiller in this renowned company for Jack Daniel’s (it bears pointing out, that’s since the mid-1850s), he oversees the entire whiskey-making process of milling, yeasting, fermentation, distillation, charcoal mellowing and maturation. It’s a great responsibility, but Jeff’s got millions of reasons to embrace the traditions and share the success.



Jack Daniels Distillery
Lynchburg, Tennessee
www.jackdaniels.com

For more information visit www.lcbo.com



MEET THE MAKER

DARRYL BROOKER
HILLEBRAND ESTATES WINERY
WINEMAKER

Darryl Brooker





DARRYL BROOKER
HILLEBRAND ESTATES WINERY
WINEMAKER

“I’m convinced that we’re on a path to becoming one of the world’s greatest wine producing regions.”



An active member of the global village, Senior Winemaker Darryl Brooker’s decision to leave the comfortably warm climes of Australia for Niagara begs the simple question: why? Having arrived with a reputation for his award-winning winemaking for Mountadam in Australia and Villa Maria in New Zealand, Darryl could not resist the challenges of making exceptional wines in Niagara’s cooler climate. After all, he believes the greatest wines are produced within regions known for such conditions. Joining Hillebrand in 2005, he now oversees the creation of premium varietals and signature blends. So if you’re still wondering why, pull the cork on a bottle of Hillebrand for the answer.



HILLEBRAND
ESTATES

Hillebrand Estates Winery
Niagara-On-The-Lake, Ontario
1.800.582.8412
www.hillebrand.com

For more information visit www.lcbo.com



MEET THE MAKER

JOY SPENCE
APPLETON ESTATE JAMAICA RUM
MASTER BLENDER

Joy Spence





JOY SPENCE
APPLETON ESTATE JAMAICA RUM
MASTER BLENDER

“You must be a sensory expert, have creative flair, a good understanding of the chemistry of the process, attention to detail and a passion for the art.”



GRAND GOLD MEDAL
2008 Monde World
Selection of Spirits and
Liqueurs Competition

Picture a chemist's lab and the grounds of Jamaica's oldest and most storied sugar estate don't typically come to mind. Yet for Joy Spence, this is where she devotes her career to developing outstanding rum and spirits for Appleton Estates. It was a love of chemistry that first brought her here in 1981 to work under the tutelage of Master Blender Owen Tulloch. Today she holds that position, and is the first woman in the industry to do so. Still inspired by the science and art of blending new rums – including Appleton Estates Master Blender Legacy Rum – Joy is particularly renowned for producing the much coveted golden, aged rums.



Appleton Estate Rum Tour
Siloah P.O., St. Elizabeth,
Jamaica, West Indies
www.appletonrum.ca

For more information visit www.lcbo.com



MEET THE MAKER

IAN ROSS
WISER'S CANADIAN WHISKY
MASTER DISTILLER





IAN ROSS
WISER'S CANADIAN WHISKY
MASTER DISTILLER

“Computers and technology may have changed the world that J.P. Wiser knew, but it hasn't changed his full-flavoured whisky. We make it the same way he did.”



2005 VOTED BEST
CANADIAN WHISKY
International Wine and
Spirit Competition

For generations, Wiser's has brought friends and family together to share in the taste of a classic Canadian whisky. It's no surprise then that a whisky first established in southeastern Ontario by J.P. Wiser is now overseen by a Master Distiller who hails from the shores of Lake Superior in northwestern Ontario. Granted, his opinion may have a slight bias, but Ian Ross considers Wiser's an enduring tradition for Canadians, right alongside hockey, fishing and the social times that typically accompany chilly winter nights. Indeed, the heritage of craftsmanship and quality that has been an inherent part of the Wiser's brand continues to inspire Ian and satisfy its admirers as it has for over 150 years.

WISER'S
CANADIAN WHISKY CANADIEN
— *De Luxe* —

Wiser's
www.wisers.ca

For more information visit www.lcbo.com



MEET THE MAKER

ALLAN JACKSON
JACKSON-TRIGGS NIAGARA ESTATE WINERY
WINEMAKER

Allan Jackson





ALLAN JACKSON
JACKSON-TRIGGS NIAGARA ESTATE WINERY
WINEMAKER

“Working with Sauvignon Blanc is like artwork; balancing the exciting complexity of the grapes while working with the minerality that is so typical of Niagara.”



Any true wine lover will always consider themselves a student of the discipline, though for some students it definitely becomes more of a scholarly pursuit. Such a case is Allan Jackson whose scientific research into improving Canadian table wines years ago enjoyed the support of the National Science and Engineering Research Council (NSERC) and culminated in his Ph.D. Today, as the Vice-President of Research and Development, Allan continues to delve into his fascination with viticulture and winemaking. He heads up the development of the celebrated VQA Proprietors' Selection series of wines, which finds him dedicating time to operations in both the Niagara Peninsula and Okanagan Valley.



JACKSON-TRIGGS
— NIAGARA ESTATE —

Jackson-Triggs Niagara Estate Winery
Niagara-On-The-Lake, Ontario
1.866.589.4637
www.jacksontriggswinery.com

For more information visit www.lcbo.com



MEET THE MAKER

RICCARDO PASQUA
PASQUA WINERY
OWNER

Riccardo Pasqua





RICCARDO PASQUA
PASQUA WINERY
OWNER

“Pinot Grigio evokes memories of our family summers enjoying a glass at picnics under the olive trees.”



For three generations, the Pasqua family has been in the business of producing wine and sharing the fruits of their success with an ever-growing, appreciative audience. As part of that third generation, head of sales and marketing for the company, Riccardo Pasqua, works in conjunction with brother Giovanni (oenologist) and sister Carlotta (public relations) to bring their renowned brand to the world. In carrying on the family legacy, he draws inspiration from his ancestry's dreams and determination; their willingness to innovate and explore new vine cultivations, while always mindful of the need to balance those traditions and passions with the need to expect excellence in all the produce.

PASQUA
VINEYARDS • AND • CELLARS • IN • VERONA

Pasqua Winery
www.pasqua.it

For more information visit www.lcbo.com



MEET THE MAKER

GORDON FULLER
CREEMORE SPRINGS BREWERY
BREWER

Gordon Fuller





GORDON FULLER
CREEMORE SPRINGS BREWERY
BREWER

“I started making beer before
I was old enough to buy it.”



BEST CANADIAN BEER
Toronto Star Readers' Choice

Canvass a random number of brew masters and it's likely that many of them started like Creemore Springs' Gordon Fuller – brewing beer in buckets at home. By natural course, the buckets get bigger and the beer gets better. Much better. For Gordon, he managed to secure a job as assistant brewer at Toronto's first brew-pub, became Brew Master three months later, and soon changed companies to oversee the launch of another brewing operation. However, when the rural splendour of Creemore came calling, he didn't hesitate to make the move. Today, credited with creating the renowned 10th anniversary UrBock and 20th year Traditional Pilsner, Gordon feels very much at home enjoying the practice of perfecting exceptional beers.



Creemore Springs Brewery
Creemore, Ontario
1.800.267.2240
www.creemoresprings.com

For more information visit www.lcbo.com



MEET THE MAKER

RYAN JOHNSON
PILSNER URQUELL
BRAND AMBASSADOR

A stylized, handwritten signature in gold ink, consisting of the initials 'RJ' with a long, sweeping underline.





RYAN JOHNSON
PILSNER URQUELL
BRAND AMBASSADOR

“Educating individuals on the intrinsic beauty of the original and finest Pilsner in the world is an honour.”



HIGHEST RATED PILSNER
93 POINTS
2007 Beverage Tasting Institute

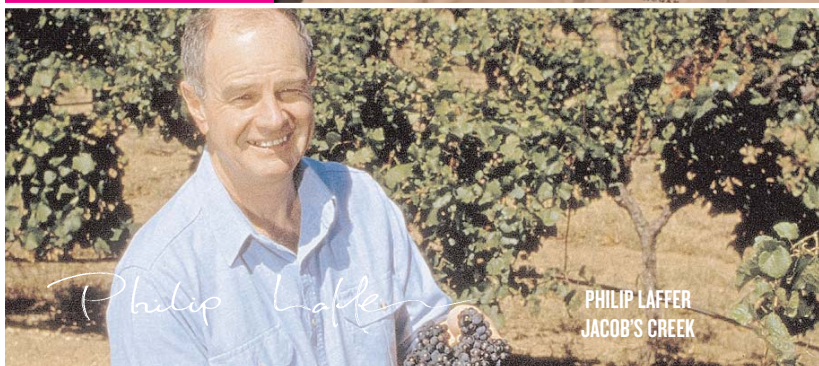
For all those self-proclaimed beer aficionados who think they know beer, introducing Ryan Johnson, the US Brand Ambassador for Pilsner Urquell. This is a man whose glass is definitely more than half-full when it comes to beer smarts. Currently, Ryan focuses on the marketing and sales side of the business, which isn't to say he hasn't earned his credentials with the hands-on side of the industry. He's been a brew master at six microbreweries, studied advanced sciences and fermentation, and designed the curriculum for four levels of advanced beer training. And naturally he's an enthusiast of homebrew, as the 400 beer recipes he's produced over the past 15-years would attest.

Pilsner Urquell
THE FIRST PILSNER
ON EARTH

Pilsen, Czech Republic
420 377061 III
www.pilsnerurquell.com

For more information visit www.lcbo.com

MEET THE MAKER





PETER GAGO
PENFOLDS WINERY

Peter Gago could have remained a science teacher – his career prior to joining Penfolds 20-years ago. And in some ways he has, but now he's called Chief Winemaker and he inspires his students today to explore and sample his remarkable red wines.



DAREN OWERS
NUGAN ESTATE

Appointed Nugan Estate's Chief Winemaker at the tender age of 26, Daren Owers clearly earns his reputation as one of Australia's exciting young winemakers. The accolades are already substantial, but what's really exciting is that he's just getting started.



PHILIP LAFFER
JACOB'S CREEK

A man who won Australia's Winemaker of the Year in 2002, Philip Laffer is regarded for both his capacity to make outstanding wine while being a catalyst to enable the wines of Down Under reach a broader audience worldwide.



JACOB'S CREEK®
AUSTRALIA'S TOP DROP

For more information visit www.lcbo.com

MEET THE MAKER



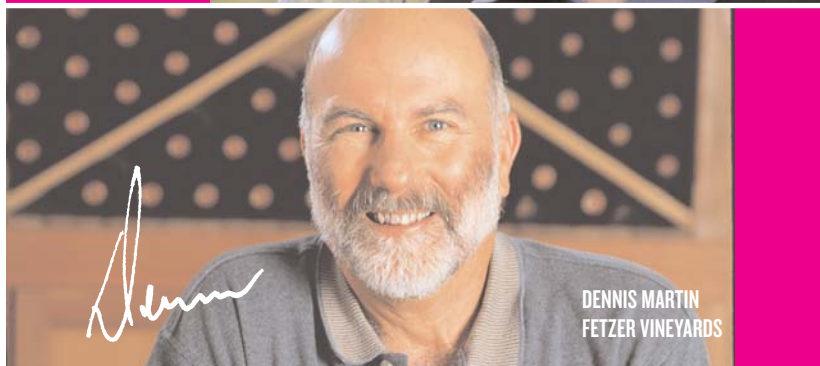
Todd Ziemann

TODD ZIEMANN
WOODBRIDGE WINERY



Jen Wall

JENNIFER WALL
BAREFOOT CELLARS



Dennis

DENNIS MARTIN
FETZER VINEYARDS



TODD ZIEMANN
WOODBIDGE WINERY

Director of Winemaking at Woodbridge, Todd Ziemann embraces the traditions of small winery production, believing every bottle should engage its audience with a wonderful experience. A longtime wine enthusiast, he constantly strives to connect the discipline's artistic elements with the necessary science involved with winemaking.



JENNIFER WALL
BAREFOOT CELLARS

Fortunately for wine lovers, Jennifer Wall chose to pursue winemaking over medical school. As a trained biologist, her steady climb within the vineyard to Lab Director and, eventually, Winemaker has certainly earned the healthy respect of the industry and admirers alike.



DENNIS MARTIN
FETZER VINEYARDS

As Director of Winemaking and man responsible for creating Fetzer wines since 1990, Dennis Martin has nurtured a minimalist approach to winemaking, never over-manipulating his vines while letting the grapes express their natural character.

WOODBIDGE
BY ROBERT MONDAVI



FETZER
VINEYARDS

For more information visit www.lcbo.com



MEET THE MAKER

JOHN K. HALL
KITTLING RIDGE ESTATE WINES & SPIRITS
PROPRIETOR AND DISTILLER

John K. Hall





JOHN K. HALL
KITTLING RIDGE ESTATE WINES & SPIRITS
PROPRIETOR AND DISTILLER

“My ultimate goal is to provide customers with a memorable taste experience and quality products they can't find anywhere else.”



DOUBLE GOLD MEDAL
San Francisco World Spirits
Competition 2006

It wasn't always about whisky for John Hall. Far from it. As the vintner and owner of Kittling Ridge Estate, he built his reputation over 30 years by pursuing his first passion: wine. However, in looking for a new challenge John didn't have to stray far, as the allure of crafting whisky beckoned. In learning the art of distilling whisky he drew on his wealth of knowledge while expanding his seasoned palate and expert skills. Eleven years later, the success of the award-winning Forty Creek Barrel Select Whisky is testament to this man's enthusiasm and determination to produce a rich, resonant and distinctive Canadian whisky here in the shadow of the Niagara Escarpment.



Kittling Ridge Estate Wines & Spirits
Grimsby, Ontario
1.800.694.6798
www.fortycreekwhisky.com

For more information visit www.lcbo.com



MEET THE MAKER

DESMOND PAYNE
BEEFEATER LONDON GIN
MASTER DISTILLER

Desmond Payne.





**DESMOND PAYNE
BEEFEATER LONDON GIN
MASTER DISTILLER**



DOUBLE GOLD
2008 San Francisco World
Spirits Competition

“After forty years spent in the gin distilling art, I’m proud to be a custodian of this most enjoyable task.”

For a spirit so firmly entrenched in the culture of England, gin demands the astute knowledge that only a Master Distiller can provide. Which is why Desmond Payne has been entrusted with holding this position at the Beefeater Distillery since 1994. His credentials in the industry stretch back to working the wine cellars at Harrods’ in the mid-1960s (and even picking grapes in Bordeaux prior to that), successfully passing his wine and spirit exams, and then developing his nosing and tasting skills in the wine, whisky and gin industries. Today, his approach to producing this famed gin remains meticulous and the source of much pride. Clearly, tradition wouldn’t have it any other way.

BEEFEATER[®]

Beefeater Distillery
London, England
0171 820 4200
www.beefeatergin.com

For more information visit www.lcbo.com