

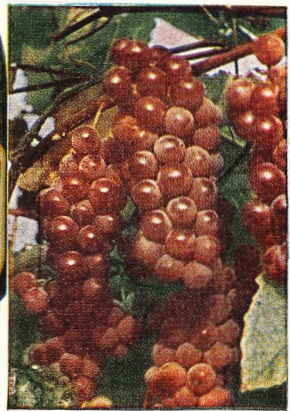
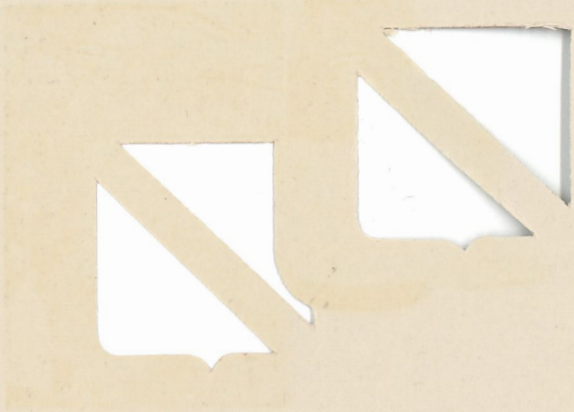
THE STORY OF

President Champagne



Bright's *fine* *Canadian* *Wines*

SINCE 1874





According to tradition, champagne was first made at the Abbey of Hautvillers

at Epernay in France about the year 1695. The discoverer is said to be Dom Pérignon, the Abbey cellarer or vintner. Today in Canada, there is a Canadian champagne on the market made by that time-honoured process—Bright's President Champagne.

The story behind President Champagne is one of painstaking work and development that began in 1934 when our long-range program of viticulture and wine research was initiated. A substantial amount of the original appropriation was devoted to the

search for grapes having the wine-making qualities of a fine champagne—a search that was to be successfully concluded in 1949,



fifteen years later, when Bright's President Champagne was first placed on the market.

In the wine business inventories require long-term planning, and this is particularly true in the case of the champagne market; for the making of champagne is a long, slow process that cannot be hurried. At least five years must elapse between the time the grapes are picked from the vines and the time the champagne can be said to be ready.

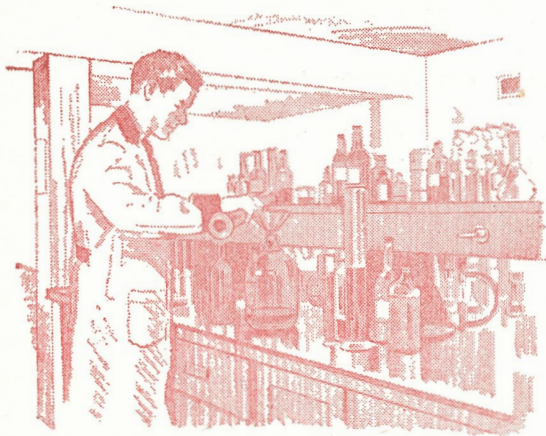
Champagne is a wine that is twice made. First, as with all wines, there is the natural fermentation of the juice of the grape; but

then—unique with this sparkling wine—a second fermentation is induced in the very bottle in which the wine is later sold. It is this second fermentation that gives to champagne the bubbling effervescence that is its peculiar distinction.

Champagne is a blended wine, but the special varieties of wine grapes used are crushed and fermented separately. After fermentation is complete they are allowed to settle, then “fined” and blended together. This is known as making the *cuvée*, a task which calls forth the utmost of a vintner’s

skill, for it is by taste, sight and smell that he determines the qualities and character necessary to the making of a fine champagne. At this stage he also adds a measured quantity of pure cane sugar, just sufficient to induce the second fermentation that will take place later when the wine is bottled.





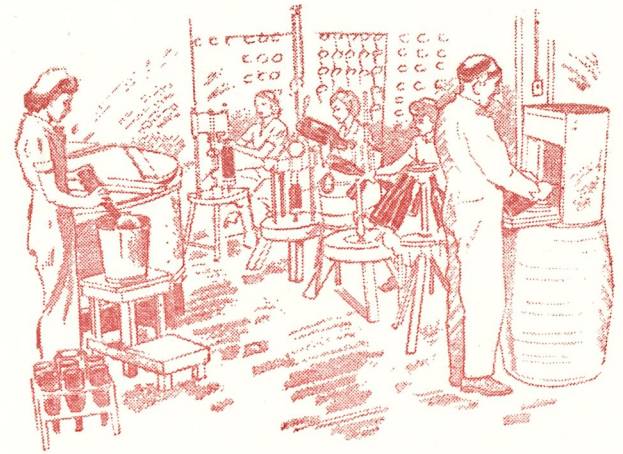
The cuvée or blend of still wines is now racked into a small vat and the special champagne yeast added. From this vat the wine is bottled and tightly corked to withstand the pressure that will develop from the second fermentation. The bottles are then laid on their sides and stacked ceiling high in the champagne cellar under care-

fully controlled temperatures. Month after month the sugar in the cuvée wine is slowly fermented away and by this natural process the still wine of the cuvée is turned into the sparkling wine we know as champagne.

There is another more subtle change taking place as well. Within the bottle the blended wines of the cuvée “marry”, as we say in wine-making, to create those pleasing taste qualities that can be obtained in no other way.

After a year or more has passed, tests are made of the champagne to determine if the yeast has completed its work, and to measure the pressure built up within the bottle. If tests show that the champagne is ready, then its peaceful rest is rudely broken. The bottles are given a vigorous shaking to break loose the sediment from the inside surfaces. They are then placed in special racks, cork down, at an angle of 45° so that the sediment resulting from the second fermentation gathers in the neck of the bottle.

Every day for thirty days, cellarmen give each bottle a quarter-turn with a sharp twist of the wrist. In this way, all of the



sediment settles on the base of the cork, and the champagne is then ready for the “disgorging” operation.

Now the bottles are lifted from the rack and still in cork-down position, carried to a freezing tank. Here the neck of each



bottle is immersed in a special liquid maintained at minus 18° Centigrade. The bottles slowly revolve around this tank—taking about thirty minutes to make the

complete turn—so that the wine and sediment in the neck of the bottle are frozen hard. Removed from the tank, the neck is washed and the bottle passed to the operator who is known as the “disgorger”.

Aiming the cork into a box-like affair before him, the disgorger slips off the “agraffe”, the special metal clamp which held the cork in place during the second fermentation. The pressure within the bottle blows out the cork, together with the sediment, the ice, and a little of the

champagne. Now, with the wine free of all sediment the disgorger quickly slips the bottle into what is known as the “tourniquet” on the “dosage” machine.

A spring clamp on the bottom of the dosage machine presses the disgorged bottle tightly against a rubber stopper which fits into the neck—the bottle being held at an angle. At this stage the champagne has no sugar content so a small measured quantity of special syrup made of old brandy and wine is added. At the same time, the dosage



machine replaces any wine lost during the disgorging with a champagne of the same cuvée.

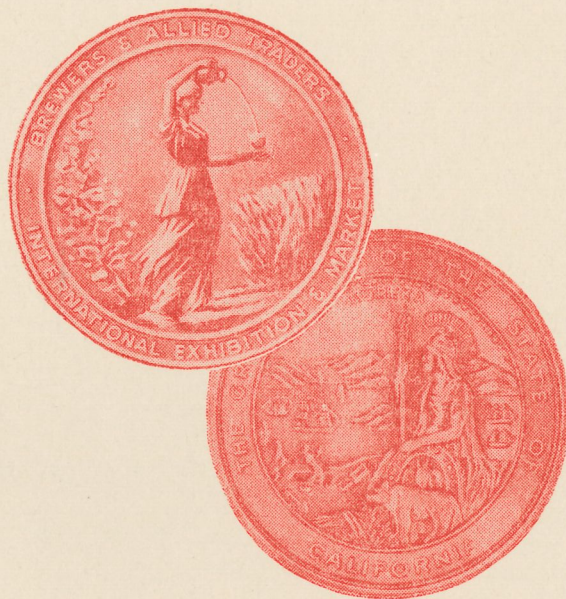
The wine is now ready for the final corking operation. A corking machine squeezes the special cork to about half its normal size and rams it into the neck of the

bottle. The bottle then goes to the wiring machine where the familiar metal plaque is placed on top of the cork and the wire twisted around the neck of the bottle.

The final bottling operation is now complete—but not the champagne. Once again the bottles are stacked tier upon tier in the champagne cellars, there to rest until time has brought out all the natural goodness and flavour of the wine.

This is the story of a great wine—
Bright's President Champagne.

*Silver medal awarded to President
Champagne, British Empire
Wine Competition at London,
England, April 1950.*



*Bronze medal awarded
to President Champagne,
International Wine Show,
California State Fair,
September 1950.*

P R E S I D E N T

Port
Table Wines
Aperitif
Champagne
(Bottle Fermented)

Sparkling Burgundy
(Bottle Fermented)

MANOR ST. DAVIDS

"74"

Red and White
Table Wines

Sherry
Port

Anglica

Dry Vermouth
Sweet Vermouth
Wine Cocktail

Dry Sherry

HERMIT

Sherry
Port

NAPOLEON

Sherry
Port

St. Regis Mass Wine
Sacramental Wine

Catawba Sherry

Concord Port

St. Georges Vin Rouge

St. Georges Vin Blanc

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