

THE NEW YEAR BRINGS IN THE 2011 ICEWINE HARVEST AT INNISKILLIN

Niagara-on-the-Lake, ON

Unseasonably mild temperatures finally gave way to a frigid drop of temperatures suitable for Icewine harvesting at Inniskillin Wines.

A cold front arrived the first week of the new year bringing in a couple of days of ideal frigid temperatures. Late Jan. 2nd and throughout Jan. 3rd temperatures below minus 10 are allowing the Vidal grapes to freeze on the vine. Picking is being done late today/tonight at **Woerthle Vineyards** (Line 4 at Concession 6, Niagara-on-the-Lake within the Four Mile Creek Sub Appellation). With today's short window of opportunity we will most likely leave Montague and Brae Burn Vineyards harvesting for the next drop in temperature. **Winemaker Bruce Nicholson** will begin pressing at Inniskillin early Wednesday morning (approximately 8:00 am). He is very happy to see the minus 10 temperatures which will give him the natural sugar levels and good acidity needed to make great Icewine. Nicholson comments, "I am very pleased that the conditions this week allowing me to proceed with the 2011 vintage of Icewines. I will have the quality necessary-that great sugar/acid balance-to continue to produce world class Icewines."

Winemaker Bruce Nicholson along with the Vineyard Team headed by National Manager Frank Hellwig and Niagara Manager Gerald Klose watched closely over the past month as temperatures fluctuated. The temperature variances let the grapes freeze and thaw which then allows the grapes to reach the desired aroma and flavour profiles of intense, concentrated fruit which forms the basis of Icewine's popularity.

We generally see Icewine harvesting at Inniskillin in early to mid January but we have picked as early as Dec. 2nd, 2002 and as late as March 5th, 2001. Mother Nature completely controls when we pick and we simply must be ready to respond accordingly to get the frozen berries off the vine and in to be pressed. Icewine is tightly regulated through VQA rules. The grapes were netted back in the fall. The multitude of hungry starlings have been swarming the vineyards over the past month keeping a close eye on their potential winter food!

Inniskillin has had an extremely successful year capped by inclusion in Drinks International as one of the Top Fifty Most Admired Wine Brands in the World (#48) and one of the Top Ten Most Admired Wine Brands in North America (#7). Swiss Air is featuring Inniskillin 2006 Oak Aged Vidal Icewine as of November 30th, 2011.

In the Travel Retail (Duty Free) channel, Inniskillin Icewine grew 36% in 2011, ranking it #1 in Distribution of all wines, sparkling wines, Champagnes and Ports for 2011 (source: Best & Most).



Key 2010 Icewine awards

International Wine and Spirits Competition, London, UK

Golds and Best in Class: 2007 Cabernet Franc Icewine and 2008 Sparkling Vidal Icewine; 2006 Vidal Icewine

San Francisco International Wine Competition

Best of Nation; Double Gold 2007 Cabernet Franc Icewine

Sélections Mondiales des Vins Canada

Golds-2008 Riesling Icewine; 2008 Vidal Sparkling Icewine; 2007 Cabernet Franc Icewine; 2007 Vidal Icewine; 2006 Oak Aged Icewine

Ontario Wine Awards

Gold-2007 Vidal Icewine; Silver: 2008 Vidal Sparkling Icewine; Bronze: 2006 Gold Vidal Icewine

All Canadian Wine Championships

Double Gold-2008 Riesling Icewine; 2007 Cabernet Franc Icewine

Intervin

Golds-2008 Riesling Icewine

Resource Materials & Photos

www.inniskillin.com/mediacentre

User word: inniskillin Password: icewine

The combined efforts of the Inniskillin winemaking team and the viticulture team keep Inniskillin focused on consistently producing top quality VQA wines. Inniskillin Wines, established in 1975 by co-founders Donald Ziraldo and Karl Kaiser, is Canada's premier estate winery producing truly distinctive and elegant wines from premium grape varieties grown in Canada. In January of 2007 Winemaker Bruce Nicholson arrived at Inniskillin after Kaiser's retirement and is carrying on the tradition of excellence and innovation. Inniskillin has vineyards in the Niagara Peninsula in Ontario and the Okanagan Valley in British Columbia. Inniskillin has gained international recognition for its award winning Icewines, which, as the number one selling wine by distribution in duty free stores, can be found in over 69 countries around the world and 27 airlines. Inniskillin is proud of the role it has played and continues to be one of the rising stars in bringing recognition to Canada as part of the international success of Canadian wines. For more information, visit www.inniskillin.com.

Contacts

Deborah Pratt dpratt@inniskillin.com PHONE 905 . 468 . 2187 x 5410

CELL 905.327.5898

Bruce Nicholson bnicholson@inniskillin.com PHONE 905 . 468 . 2187 x 5407 CELL 905 . 380 . 4144