

INNISKILLIN ICEWINE GOES FIRST CLASS WITH SWISS INTERNATIONAL AIR LINES

Niagara-on-the-Lake, ON

Randy Dufour, Inniskillin Export Director, is very pleased to announce that Swiss International Air Lines has selected Inniskillin Gold Oak Aged Vidal Icewine 2006 (VQA) to be served in First

Class on all intercontinental routes. The Inniskillin Icewine feature will commence November 30th and is a six month agreement. The Gold Vidal Oak Aged Icewine was selected through a blind tasting by the Swiss International Air Line wine tasting panel including SWISS's wine consultant Chandra Kurt.

"At SWISS, we recognize that Inniskillin Icewine is one of the world's most famous Icewines and has won many major international awards. We believe that the quality and the brand meets our First Class customers' expectations," shares Swiss International Air Lines Inflight Product Development Manager Benedict Fanconi.

This announcement brought a great sense of excitement and pride from Inniskillin Wines where Inniskillin Winemaker Bruce Nicholson commented, "We are very pleased to have been selected for such a prestigious airline of Swiss International Air Line's caliber. Switzerland is known around the world for pristine attention to detail and uncompromising quality, and we are thrilled to be served to this sophisticated audience, who are familiar with Icewine (or Eiswein, as the Europeans know it)."

Inniskillin Icewine is an example of extreme winemaking, harvested from grapes frozen naturally on the vine amidst extreme Canadian winters. The finished wine is intense and luscious, balanced with brilliant acidity giving it a long, defined finish. The 2006 Vidal Oak Aged Icewine is distinguished by fruit flavours that range from mango to peach nectars with added complexity from its oak aging.



Key 2011 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.

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