



**Inniskillin Wines Celebrates 2010 Olympic Spirit with Today's Release of Commemorative Icewine**  
***Bottling honours athletes, Canadian artist***

February 12, 2009 (*Toronto, ON*) When the world looks to Canada, certain icons represent the nation the world over. "When we think about Canada, we think about hockey, maple syrup and Icewine," says Inniskillin Wines co-founder Karl Kaiser. Icewine has become Canada's international calling card, bringing attention to Canada's wine industry. It's only fitting that with exactly 365 days until the 2010 Winter Games, Inniskillin Wines, a winery of Vincor Canada the Official Wine Supplier of the Vancouver 2010 Olympic and Paralympic Winter Games, launches the exclusive **Inniskillin Vidal Icewine Commemorative Edition** in Toronto at the LCBO today. On-hand to celebrate today's launch will be **winemaker Bruce Nicholson** and **Olympic hopeful figure skaters Anabelle Langlois** and **Cody Hay**.

A portion of the proceeds from every bottle sold will support the Canadian Olympic Team and the Vancouver 2010 Olympic and Paralympic Winter Games. The winery's goal is to raise \$50,000, and this fundraising effort is part of a larger sponsorship program between Vincor Canada, its wineries and VANOC.

The 2010 Winter Games will bring significant tourism to Canada, with many visitors seeking distinctively Canadian gifts and mementos of the Olympic Games. Inniskillin's Vidal will be one of the gifts or souvenirs that people reach for. "We are honoured Inniskillin Vidal Icewine Commemorative Edition is the official Icewine of the 2010 Winter Games and that we have the opportunity to support Canada's Olympic athletes," says Inniskillin spokesperson Deborah Pratt. "When international visitors come, they zero in on the Icewine... it's Canadian, it's a specialty, and even extra special when it is commemorating the 2010 Winter Games."

Each commemorative bottle features the stunning artwork of Canadian **artist Gordon Halloran**, who made his Olympic debut with his "*Paintings Below Zero*" installation as Canada's official representative at the Cultural Olympiad of the 2006 Olympic Winter Games in Turin, Italy. Using ice as his canvas, Halloran paints spectacular abstract images that, like Inniskillin Icewine, have garnered worldwide acclaim. Inniskillin's association with Gordon Halloran came about from a chance meeting between the artist and Donald Ziraldo at the 2006 Torino Winter Games.

Inniskillin Vidal Icewine Commemorative Edition can be enjoyed at any time of the year, as an aperitif or paired with unique dishes including desserts and is available now in Ontario at the LCBO (375ml / \$59.95), Duty Free stores (375ml / \$59.95), and the Inniskillin Wines Boutique in Niagara-on-the-Lake.

Inniskillin Vidal Icewine Commemorative Edition is an example of extreme winemaking, harvested from grapes naturally frozen on the vine, at the peak of Canada's bracing winter. The finished wine is intense and luscious, balanced with brilliant acidity. This resulting balance makes the Icewine a great match for a wide range of cuisine. "This Icewine is distinguished by fruit flavours that range from mango to peach nectar to lychee with added complexity from oak aging," says Nicholson. "With great structure, this Icewine is an excellent match with food, and I expect it will also go well with the gold medals I am expecting our athletes to win."

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. 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 68 countries around the world. 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](http://www.inniskillin.com).

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### **Resource materials**

**For your convenience, online is a library with, video, audio, photos and background information, including the national press release and images from the launch and announcement of the Commemorative Edition Vidal Icewine.**

**To access, with your web browser visit: <http://www.inniskillin.com/mediacentre>**

**Enter the user word: "Inniskillin"**

**Password: "icewine"**

### **Media contacts**

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