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## Inniskillin is Proud to be One of the World's Most Admired Wine Brands

Inniskillin Wines is extremely honoured to be among those selected for Drinks International's 2014 World's Most Admired Wine Brands list.

This year marks a double distinction for Inniskillin; not only did the brand rank 22<sup>nd</sup> - a large leap from 48<sup>th</sup> place in 2011 – it is also the only wine on the list representing Canadian roots.

"Inniskillin has always strived to achieve a luxury positioning in global travel retail and select distribution in the world's leading fine wine shops and restaurants," said Randy Dufour, Director of Global Travel Retail for Inniskillin. "We are honoured that the brand has, once again, achieved worldwide recognition as a truly admired brand. We are grateful to our global partners who have recognized the unique qualities of these wines and

have worked relentlessly to share them with wine lovers around the world."

The Most Admired Wine Brands list is a comprehensive industry poll of the world's highest regarded wines. Now in its fourth year, this accolade has become a reliable barometer of the way the industry regards its leading players around the world.

"We at Inniskillin are proud of our achievements and the continued support of our loyal customers world-wide. We are truly humbled and appreciative of this recognition which acknowledges our strong reputation and acceptance in the international wine world," said Franco Timpano, Director of Marketing, Inniskillin.

### *About Inniskillin Wines*

Inniskillin's strong roots established an enduring base through the tireless efforts of cofounders Donald Ziraldo and Karl Kaiser, who pioneered the production of high quality varietal wines from grapes grown in Niagara starting in 1975 and in the Okanagan in 1994. This basic philosophy has carried through to the present day where the wines from both Inniskillin Niagara and Inniskillin Okanagan are of consistently high quality and greatly respected. They reflect the local terroir and are all VQA (Vintners Quality Alliance) certified. The iconic Icewine reigns supreme with wide appeal in over 80 countries and is #1 wine by distribution in Travel Retail. New packaging was introduced with the 2012 vintage reflecting both Inniskillin's historic roots and ultra-premium positioning. The winery at Niagara is a mecca for wine lovers from around the world (250,000 visitors annually, year round) with Icewine being the major attraction.

Current winemakers Bruce Nicholson (Niagara Estate) and Sandor Mayer (Okanagan Estate) have continued to produce wines from core grape varieties while also being innovative with unique, lesser known grapes. Nicholson pursues the cool climate varieties of Riesling, Chardonnay and Pinot Noir with a keen interest in Pinot Gris and Viognier. His traditional Icewines profile Riesling, Vidal, Cabernet Franc with his unique Sparkling Icewines of Vidal and Cabernet Franc taking centre stage. Mayer looks to his strength of varieties from the semi arid Okanagan Valley to include Pinot Blanc, Cabernet Sauvignon and his highly successful Discovery Series of Zinfandel, Tempranillo, Malbec and Chenin Blanc. He focuses his main attention with Icewine on Riesling. Both winemakers feature single vineyard table wines-Montague Vineyard (Niagara) and Dark Horse Vineyard (Okanagan).

For almost four decades, Inniskillin has gained and continued to receive recognition and respect by simply paying attention to the needs of the customer, producing wines of consistent quality and being innovative.

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