

FOR IMMEDIATE RELEASE
Attn: Gift Guide Editors | Holiday 2012

ICEWINE AND DIAMONDS: FOR THE LAVISH LADY ON YOUR LIST

A celebration of all things Canadian as Inniskillin Wines provides the ultimate gift of luxury this holiday season with the help of Birks diamonds

(Toronto, ON) October 30 – 'Tis the time to sparkle while you sip as the sweet and sumptuous flavours of Inniskillin's four Icewine varietals are paired with the new Birks limited-edition Snowflake Collection – an equally intricate exercise in rare and exquisite beauty.

"Icewine is the perfect gift for the person on your list who enjoys the finer things in life," said Franco Timpano, Director of Marketing, Inniskillin. "To complement our award-winning Icewine, we partnered with our Canadian counterpart in the jewellery industry, Birks, to offer a truly lavish gift that's meant to be shared and treasured."

Credited as the global leader in Icewine, Inniskillin has mastered the magical process of crafting this decadent treat. Intense yet balanced with brilliant acidity, the Vidal, Riesling, Cabernet Franc, and Sparkling Icewine create a unique sensation on the palate. Decorated with Canadian diamonds accents, the Birks Snowflakes Collection is meant to evoke the scenery of blue lakes overlaid by snowy blankets that dazzle in the winter sunlight. Together, the Icewine and Snowflake Collection are part luxury, part rare, and all Canadian.

To download high res images, click here: <http://yousend.it/Q2Eskv>

Inniskillin Icewine Collection

Vidal Icewine, \$49.95 (375 ml)

Riesling Icewine, \$69.95 (375 ml)

Sparkling Icewine, \$79.95 (375 ml)

Cabernet Franc Icewine, \$99.95 (375 ml)

Available at liquor stores and specialty shops across Canada. For locations visit Inniskillin.com

Birks Snowflake Collection

Birks Diamond Snowflake Bracelet in 18k White Gold, \$2,695

Birks Diamond Snowflake Scarf Necklace in 18k White Gold, \$5,295

Birks Diamond Snowflake Drop Earrings in 18k White Gold, \$1,795

Birks Double Snowflake Diamond Ring in 18k White Gold, \$1,895

Available at Birks stores across Canada, November 2012. For locations visit Birks.com

About Inniskillin Wines

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 and can be found in over 73 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.

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