



## THE WHO-TO HOW-TO GUIDE TO GIVING THE GIFT OF INNISKILLIN VIDAL ICEWINE

(Toronto, ON) August 14<sup>th</sup>, 2013 – As the global leader in Icewine, Inniskillin (led by Winemaker Bruce Nicholson), has mastered the process of crafting this rare and luxurious treat. Billowing with ripe peaches and apricots on the nose, combined with overtones of marmalade and candied brown sugar, the 2012 VQA Vidal Icewine is the crème de la crème of holiday offerings. Inniskillin Icewine is the perfect gift for everyone on your list.

### **FOR THE GOURMAND**

Gifting your foodie friend can be a frustrating feat. Step up to the plate with something unexpected – something that will blow their oven mitts off. The Vidal Icewine is an unpredictable pairing with fresh fruit or creamy cheeses, or perfect on its own as dessert.

### **FOR THE TRENDSETTER**

This one's for the style section stealer - the craft and luxury of a premium Icewine is an aesthete's dream. A true trendsetter is always looking for something different and unique – a standard bottle of table wine just won't do. Exceed their high expectations this holiday season with something unexpected and rich.

### **FOR THE LOCAL LOVER**

Tried and true with an array of globally renowned awards to boot, Inniskillin has produced outstanding wines from premium Canadian grapes for over 35 years. Best known for its award-winning Icewine, this locally produced delicacy is the ultimate Canadian gift for the holidays.

### **FOR THE HAUTE HOSTESS**

Her hospitality is endless, her tastes are refined, and her festive soirees leave a lasting impression every year. How do you impress the hostess with the mostess? The Vidal Icewine, a unique and rare choice, is sure to stand out. As the most luxurious of vino varieties, not only will it show your thoughtfulness, it may even surprise the lady who has it all.

### **FOR YOUR SWEETHEART – GO SPARKLING!**

There's only one thing more decadent than Icewine - Sparkling Icewine. As the official wine for couples, Inniskillin's Cabernet Franc Sparkling is an extra special choice and is



best served, for two, as an escape from the hustle and bustle of the season. Just released and produced for the very first time, this sparkling pairs perfectly with sweets and chocolate treats and is an extraordinary selection to toast to the most romantic time of the year.

Hi-res imagery is available here: <http://bit.ly/17f9AzD>

### **Inniskillin Vidal Icewine, 2012 – 375ml**

**\$49.95**

This Icewine is billowing with ripe peaches and apricots on the nose, combined with the delicious overtones of marmalade and candied brown sugar.

### **Inniskillin Sparkling Cabernet Franc, 2012 -375ml**

**\$120.00**

Inniskillin's Sparkling Cabernet Franc contains red berry characteristics that translate into strawberry like aromas and flavours. Completely different from all other Icewines, the bubbles, rich taste, and festive colour make Inniskillin's Cabernet Franc Sparkling a festive Icewine alternative.

*Inniskillin Vidal Icewine 2012 is available at select retailers nationally (including the LCBO, and the Wine Rack) and online at [www.inniskillin.com](http://www.inniskillin.com)*

*Inniskillin Cabernet Franc Sparkling Icewine 2012 is available beginning mid- to late September 2013 at the winery boutique and online at [www.inniskillin.com](http://www.inniskillin.com)*

### **About Inniskillin Wines**

Inniskillin Wines, established in 1975 by co-founders Donald Ziraldo and Karl Kaiser, is Canada's premier estate winery producing truly distinctive VQA wines from premium grape varieties grown in Canada's two main wine regions. With vineyards in both the east and the west, Inniskillin is led by winemaker Bruce Nicholson in Niagara and Sandor Mayer in the Okanagan. Inniskillin is internationally recognized for both Icewines and table wines and extremely proud of the vast collection of awards and accolades including the 2012 Top Canadian Producer International Wine and Spirits Competition, London, U.K. The iconic Inniskillin Icewine can be found in 73 countries and is the number one selling wine in duty free stores. Inniskillin became part of the world's leading premium wine company, Constellation Brands, in 2006. For more information, visit [www.inniskillin.com](http://www.inniskillin.com)



For more information or to set up an interview, contact Narrative PR:

Jessica Swan

416.922.2211 x 3289

[jessica.swan@narrative.ca](mailto:jessica.swan@narrative.ca)