



**Inniskillin Wines Celebrates 2010 Olympic Spirit With Commemorative Icewine  
Unique Canadian Icewine supports Canada's Olympic athletes**

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**In short:**

On February 12, Canada welcomes the world to Vancouver, British Columbia for the Vancouver 2010 Olympic and Paralympic Winter Games. To celebrate the 2010 Winter Games, Vincor Canada, Official Supplier of Wine, has created the exclusive **Inniskillin Vidal Icewine Commemorative Edition**. With a portion of the proceeds from every bottle sold supporting the Canadian Olympic Team and the Vancouver 2010 Olympic and Paralympic Winter Games, there is no better way to honor our athletes and celebrate the best that Canada has to offer. Beginning in December, Inniskillin Vidal Icewine Commemorative Edition will be available in 250 SAQ locations, with in-store tastings offered at select locations throughout the month.

**More detail:**

In February 2010, athletes from over 120 countries will descend on Vancouver, British Columbia to compete at the Vancouver 2010 Olympic and Paralympic Winter Games. The Games will bring significant tourism to Canada, with many visitors seeking distinctively Canadian gifts and mementos of the 2010 Winter Games.

**Inniskillin's Vidal Icewine Commemorative Edition** will be one of the gifts or souvenirs that people reach for. 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 the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC).

Inniskillin, an Official Wine Supplier, launched the exclusive **Inniskillin Vidal Icewine Commemorative Edition** on February 12, 2009 – 365 days before the Vancouver 2010 Olympic Winter Games. Response to this very special Icewine has been excellent, with Vancouver wine writer James Nevison commenting, "If you can bring yourself to uncork the bottle, you'll find a tropical, lychee-infused dessert wine of fantastically rich proportions." With its outstanding contents and distinct label and packaging, wine writer Jurgen Gothe predicts, "This luscious wine with a lovely label - you know it's going to be a collector's item."

Inniskillin is proud that SAQ has chosen to offer this special wine just in time for the Vancouver 2010 Olympic and Paralympic Games. As of December, the **Inniskillin Vidal Icewine Commemorative Edition** will be available at 250 SAQ locations (SAQ code 11039277 / \$65.50).

Each commemorative bottle features the stunning artwork of Canadian ice artist **Gordon Halloran**, making **Inniskillin's Vidal Icewine Commemorative Edition** a unique and distinctly Canadian souvenir. Halloran made his Games debut with his "*Paintings Below Zero*" installation as Canada's official representative at the Cultural Olympiad of the Torino 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 Inniskillin's founder Donald Ziraldo at the 2006 Winter Games in Torino.

Inniskillin Vidal Icewine Commemorative Edition, first launched in February 2009, 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 Inniskillin winemaker Bruce Nicholson. Inniskillin Vidal Icewine Commemorative Edition can be enjoyed as an aperitif or paired with unique dishes including desserts.

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.vincorquebec.com](http://www.vincorquebec.com) or [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 images from the launch and announcement of the Commemorative Edition Vidal Icewine.

To access, with your web browser visit: [www.inniskillin.com/mediacentre](http://www.inniskillin.com/mediacentre)

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