

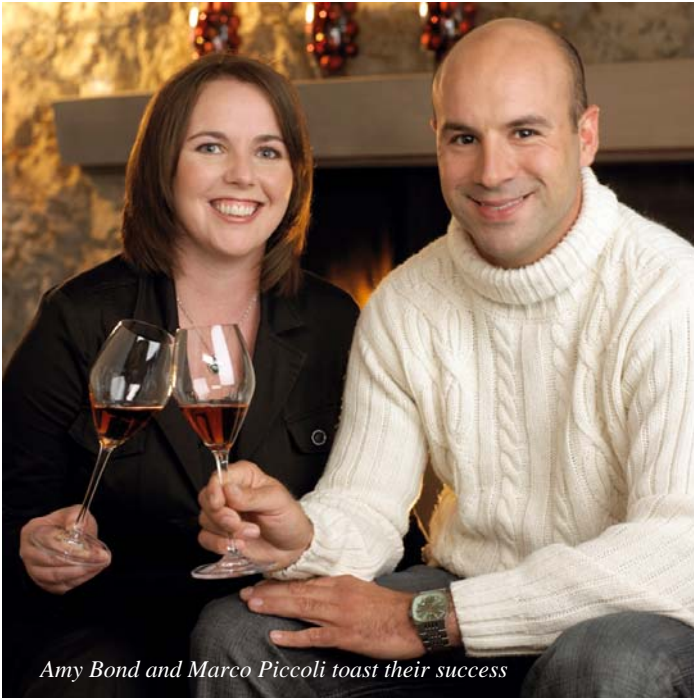


JACKSON-TRIGGS

— NIAGARA ESTATE WINERY —

Jackson-Triggs Named Best Canadian Winery at the International Wine and Spirit Competition

Prestigious International Trophy Marks 19th Best of Nation Win in the Past 9 Years



Amy Bond and Marco Piccoli toast their success

London, England (November 21, 2008) Continuing to amass international recognition for excellence, **Jackson-Triggs Niagara Estate** was just named **Canadian Producer of the Year** at the **International Wine and Spirit Competition in London, England**, winning the award for the sixth time! The winery also took home this global honour in 1999, 2000, 2003, 2004, and 2007 and now in 2008.

With this latest tribute, **Jackson-Triggs Estate Wines has assembled 'best winery' accolades an unprecedented 19 times in the past 9 years**, including those from the International Wine & Spirit Competition; the Vinality International Wine Competition in Verona, Italy; the San Francisco International Wine Competition, the All Canadian Wine Championships and *Wine Access* Canadian Wine Awards. No other Canadian winery has been honoured with this prestigious title an unrivalled 19 times.

This extraordinary list of honours is a testament not only to the quality of Jackson-Triggs wines but also to the consistency in delivering that quality year over year. The

formula for the “triple-crown” success is quality-driven viticulture programs, talented winemakers and ongoing investment in leading edge technology.

The winemaking team at Jackson-Triggs Niagara Estate winery is comprised of director of viticulture Frank Hellwig, where he and the viticulture team have worked tenaciously with the winery’s growers to create well-balanced grapevines, essential to superior quality fruit production. Talented and passionate, winemakers Marco Piccoli and Amy Bond craft the award-winning wines.

“This is one of the greatest honours in my winemaking career,” says Piccoli. “And a wonderful validation to the progress Niagara is making. It is with great pride that Amy and I have been able to make wines that have brought Niagara worldwide recognition,” he continues. “What a terrific way for us to toast the completion of this year’s harvest!”

For the winemaking process, Piccoli utilizes a three-tiered gravity-flow system to maximize quality and minimize manipulation of the wine. Some of the most advanced equipment from around the world provides an extraordinary level of flexibility and control, including traditional open-top fermenters, ultra modern roto-fermenters, drainers, moveable bladder presses, and stainless steel storage and filtration tanks, all of which are temperature controlled and computer monitored. No expense was spared in order to provide the winemaking team all of the instruments required to compose a stunning portfolio of wines.

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While the technological advances affirm Jackson-Triggs' commitment to quality, the onsite experience at Jackson-Triggs Niagara Estate is one of the best places wine lovers can taste the much-lauded wines. At this striking architecturally designed winery, visitors are invited to explore every aspect of winemaking up close and personal in small, expertly guided tours. This experience concludes with a tasting in the boutique or at the Grand Reserve Tasting Bar. In the Tasting Gallery overlooking the vineyard, visitors can unwind and enjoy unique sensory food and wine experiences. The winery also plays host to some of Niagara's most unique events, from "Savour the Sights" (an interactive progressive dinner throughout the state-of-the-art winemaking facility) to live performances featuring some of Canada's most talented performers under the stars in the winery's open-air "Twilight in the Vineyard" amphitheatre.

At the winery, and many Wine Rack stores in Ontario, most of the wines that won at the IWSC have since sold; however all these wines are available in a more recent vintage and show as well, if not better, than the vintages that won. The following wines won at the IWSC: Proprietors' Reserve Vidal Icewine 2006, *Gold and Best Of Class*; Proprietors' Grand Reserve Riesling Icewine 2006, *Gold and Best Of Class*; Proprietors' Grand Reserve Meritage 2005 (currently available in Vintages, LCBO), *Silver and Best Of Class*; Proprietors' Grand Reserve Chardonnay 2006, *Silver and Best Of Class*; Proprietors' Grand Reserve Riesling Icewine 2006, *Silver Best Of Class*; Delaine Vineyard Syrah 2005 (currently available In Vintages LCBO), *Silver and Best Of Class*; Proprietors' Grand Reserve Merlot 2005, *Bronze*; Proprietors' Grand Reserve Riesling 2006, *Bronze*; Delaine Vineyard Sauvignon Blanc 2006, *Bronze*; Proprietors' Grand Reserve White Meritage 2006, (releasing in Vintages, LCBO in March 2009) *Bronze*; and Proprietors' Reserve Shiraz 2005, *Bronze*.

Of these winners, there are small quantities of the following wines still available at the winery:

- Proprietors' Grand Reserve Riesling Icewine 2006
- Proprietors' Grand Reserve Meritage 2005
- Proprietors' Grand Reserve Riesling 2006

All other winners produced in more recent vintages are also available at the winery or through the winery's wine club.

This amazing compilation of awards resulted in the Best Canadian Producer win. The International Wine and Spirit Competition is the premier competition of its kind in the world. Its aim is to promote the quality and excellence of the world's best wines, spirits and liqueurs. All the wines are blind tasted and awards are made on a points system. To learn more on the competition the website is www.iwsc.net.

Jackson-Triggs Estate Wines enjoys a reputation for producing some of the country's leading premium VQA varietal wines, and this ongoing global recognition for Jackson-Triggs helps to set the stage for 2010. As an Official Wine Supplier of The Vancouver 2010 Olympic and Paralympic Winter Games, the Jackson-Triggs VQA premium portfolio will be front and centre at the Games and at special events across the country.

Driving the Jackson-Triggs winemaking teams both in Ontario and British Columbia is their vision to craft wines that will compete with the world's finest. For more information, to check out their exciting wine club and order exceptional wine online visit www.jacksontriggswinery.com.

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For a full list of medals earned or more information about the winery and its winemakers, including interview opportunities and photography, contact Leeann Clemens at Coletta Consultants at 604-904-9793 or email leeann@ccltd.ca.