

## **MEDIA RELEASE**

**For Immediate Release as of October 28, 2002**

**Attention: Food & Wine Writers**

From: Vineland Estates Winery  
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## **Vineland Estates Winery Vidal Icewine is Good as Gold At Ottawa International Wine Competition**

A panel of 31 experienced wine judges assessed 416 wines recently that were submitted for the Cellars of the World 2002 International Wine Competition. Vineland Estates Winery's 1999 Vidal Icewine proudly brought home the Gold Medal in the Icewine category. The competition took place on Sunday, October 12 at the Sheraton Ottawa Hotel in Ottawa, leading up to the Ottawa Wine and Food Show. Vineland Estates Winery's 1999 Vidal Icewine (375 ml, LCBO CSPC#370031) definitely can be considered great value for consumers. With a retail price of \$39.95, this Gold Medal winner is priced significantly lower than the silver and bronze medal icewines, which were both priced above \$50. All award winning wines will be available for tasting at the Ottawa Wine & Food Show, which is set to take place on November 1, 2 and 3, 2002 at the Ottawa Congress Centre. Vineland Estates Winery is represented at the Ottawa Show by Barrique Wine Imports. The Vidal Icewine is also featured in November as a LCBO Vintages store release for the new 200ml bottle size (\$25.00). All of Vineland Estates Winery's wines can be purchased at the winery estate or by calling 1-888-846-3526 for convenient Home Delivery. There are no minimums to order Home Delivery through the winery and no delivery charges on the first order placed. For more information on this or any other Vineland Estates Winery wine, please call the winery at 1-888-846-3526.