

BRIAN SCHMIDT

VICE PRESIDENT OF OPERATIONS AND
WINEMAKER, VINELAND ESTATES WINERY

Brian Schmidt was born in Kelowna, British Columbia and was raised on a vineyard that had been in the family for three generations. The Schmidt family was one of the founding families of the Okanagan wine industry and this was the foundation of Brian's interest in winemaking.

Brian has traveled extensively throughout Europe studying winemaking and the winemaking process. It is this experience that has resulted in the creation of a winemaking style that has become a Vineland Estates Winery signature.

In 1991, Brian traveled to Ontario to train with his brother Allan, who was the original winemaker at Vineland Estates. Brian took over this position at the winery in 1994 and ever since his commitment to producing quality products has been evident in the Cellar, where his self-described winemaking style is "minimalist by nature."

The result is the consistent production of award winning wines that have garnered national and international recognition. One notable achievement was the awarding of the Vinitaly Grand Special trophy as the highest scoring winery in a field of over three thousand wines. Brian has been instrumental in building a reputation for the winery as a producer of Ontario's best Rieslings, in focusing the portfolio of wines on additional signature varietals such as Cabernet Franc and Sauvignon Blanc, and in the creation of the iconic Elevation brand of wines. His continuing legacy is to build Vineland Estates' reputation for premium wines of outstanding quality.

