



News Release

For immediate use

## NATURE'S WAY OF MAKING WINE

Introducing the product of an extraordinary Franco-Canadian partnership, the wines of Le Clos Jordanne

Listening to the distinct personalities of its four vineyards and employing the gentlest of organic farming practices, the vinicultural team at Le Clos Jordanne lets the terroir do the talking!

Jordan Station, Niagara Peninsula, Ontario (October 17, 2006)... Just as the world was adjusting to the 21st century, a unique alliance was announced in February 2000, between the wine regions of the Niagara Peninsula, Ontario, Canada, and the Burgundy region of France. It was inspired by an earlier winemaking collaboration between noted Canadian winemakers Inniskillin Wines and Burgundy's Jaffelin, now part of Boisset, La Famille des Grands Vins et Spiritueux, of Nuits-St. Georges, France. Boisset then went on to form a joint venture partnership with Ontario-based, Vincor Canada, which was the first of its kind for a European wine company.

The partners' goal was to create a world class "domaine" in the Niagara Peninsula devoted exclusively to the production of Burgundy's classic Pinot Noir and Chardonnay varietals. The joint venture and its resulting wines were named Le Clos Jordanne, in recognition of the similarity between the principal vineyard in Jordan and the walled or otherwise "enclosed" vineyards of Burgundy, which are referred to as 'Clos.' Le Clos Jordanne Vineyard is bordered on its east side by a beautiful pond, with the Niagara Escarpment to its south, and woodlots on its other two sides.

Now, six years later, the partners are poised to launch their first, eagerly awaited wines in Ontario and Quebec initially, and will release them in other markets across Canada, the United States and Europe in 2007.

Nine Le Clos Jordanne wines from the 2004 vintage will be available in three distinct tiers, and three wines from 2003 will be available at selected licensees. Presented in the luxury tier are Le Grand Clos Pinot Noir 2004, VQA Niagara Peninsula and Le Grand Clos Chardonnay 2004, VQA Niagara Peninsula, priced at \$60.00 CAD and \$55.00 CAD respectively.

The Single Vineyard Collection is made up of Le Clos Jordanne Vineyard Pinot Noir 2004, Le Clos Jordanne Vineyard Chardonnay 2004, the Claystone Terrace Pinot Noir 2004, the Claystone Terrace Chardonnay 2004, and La Petite Vineyard Pinot Noir 2004, all priced at \$35.00 and all VQA Niagara Peninsula. In the premium tier is the Village Reserve Pinot Noir 2004 and the Village Reserve Chardonnay 2004, both priced at \$25.00.

An expression of the partners' shared belief in the Niagara Peninsula's ability to produce spectacular world-class wines, Le Clos Jordanne Estate is now comprised of four vineyards within the Jordan community. Under the joint management of Boisset and Vincor, noted experts from Burgundy, such as Professor Bernard, soil geologist Yves Hérody, chief viticulturist Bernard Zito and Montreal-born winemaker Pascal Marchand, were brought over from France to join their counterparts in the Niagara Region to blend the expertise of both the Old and New World of grape growing and winemaking. Since then, the stewardship of the vineyards and winemaking, jointly referred to as "viniculture," has been led by Thomas

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Bachelor and his associate, Isabelle Meunier. Both grew up in Quebec and each followed their lifelong passion for Pinot Noir by independently studying at the winemaking school in Beaune, Burgundy, and working at various winemaking estates in Burgundy and the New World.

At a special event held today at the principal Le Clos Jordanne Vineyard, Vincor Canada President and Chief Executive Officer, Jay Wright, was joined by Robert Sands, President and Chief Operating Officer, Constellation Brands, Inc., and Jean-Charles Boisset, Vice-President, Boisset, to celebrate the launch of the new wines. "With the guidance of our expert partners at Boisset," said Jay Wright, "we have been able to acquire, develop and plant close to 52 hectares (130 acres) of exceptional land on the Jordan Bench, on the Niagara Escarpment, in four distinct vineyards named Le Clos Jordanne Vineyard, Claystone Terrace, La Petite Vineyard, and Talon Ridge Vineyard." "Studies show," he continued, "that our properties enjoy similar soil and climatic characteristics as the Côte d'Or in Burgundy, with its cooler summers, equivalent growing cycles, and clay loam and limestone soils."

"As we planted our vineyards," added Jean-Charles Boisset, "we consistently emphasized the importance of "terroir," paying special attention, for example to soil type, slope, air drainage, directional facing, and trellising. Most notably, we followed the traditional approach to plant spacing practiced in Burgundy. By producing much lower yields per vine, we are able to achieve higher quality, more complexity and flavour, while still achieving ripening within Ontario's shorter growing season," he explained. "The density of our vines," he added, "is recognized as the tightest in the Niagara region."

The viticulturists have adopted a traditional, unhurried approach in both the vineyards and the winery. The grapes are hand-pruned, hand-cropped, hand-picked, and hand-sorted. Within the winery, the grapes are moved using a gravity flow system that ensures careful handling as they travel from the sorting table to pressing, fermentation, barrel aging and ultimately bottling.

With a strong commitment to the principals of organic and biodynamic farming, the viticulturists have avoided the use of any synthetic fertilizers, insecticides, fungicides or herbicides. In the fall of 2005, following a three-year accreditation process, the winery and its '05 vintage received its first official Ecocert Canada certificate for organic farming.

"Le Clos Jordanne is expected to bring global attention to the Niagara Peninsula and to the super-, and premium Pinot Noir and Chardonnay wines it now produces," noted Jay Wright. "The presence of Le Clos Jordanne wines in the international marketplace is also expected to enhance the reputation of Canada's VQA system of quality control."

On a broader note, Constellation's Robert Sands added that as a result of the consumer's fascination with Pinot Noir, this varietal is enjoying a tremendous growth rate of 60 per cent in Canada at the \$20.00 plus price point. "We are thrilled with this project by Vincor Canada and its European partner, and we will work diligently to capture a greater share of the Pinot Noir market both in Canada and internationally. Furthermore, we are also very impressed with the Niagara region's ability to produce world-class, terroir-driven Chardonnays."

Boisset, La Famille des Grands Vins owns controlling interests in some of the oldest and most renowned wine houses in France, including the Domaine de la Vougeraie, along with Bouchard Aîné et Fils, Jean-Claude Boisset, Jaffelin, Ropiteau Frères, Mommessin, F Chauvenet, J. Moreau & Fils, Thorin, Morin Père et Fils, Charles Viénot, Louis Bernard and Méditéo. A proud, family run business, Boisset was established in 1961 by Jean-Charles Boisset's father, Jean-Claude Boisset.

Vincor Canada is a wholly owned subsidiary of Constellation Brands, Inc., a leading international producer and marketer of beverage alcohol brands with a broad portfolio across the wine, spirits and imported beer categories. Well-known brands in Constellation's portfolio include: Almaden, Arbor Mist, Vendange, Woodbridge by Robert Mondavi, Hardys, Goundrey, Nobilo, Kim Crawford, Alice White, Ruffino, Kumala, Robert Mondavi Private Selection, Rex Goliath, Toasted Head, Blackstone, Ravenswood, Estancia, Franciscan Oakville Estate, Inniskillin, Jackson-Triggs, Simi, Robert Mondavi Winery, Stowells, Blackthorn, Black Velvet, Mr. Boston, Fleischmann's, Paul Masson Grande Amber Brandy, Chi-Chi's, 99 Schnapps, Ridgmont Reserve 1792, Effen Vodka, Corona Extra, Corona Light, Pacifico, Modelo Especial, Negra Modelo, St. Pauli Girl, and Tsingtao.

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