



FAST FACTS: RUSTICO FARM & CELLARS

- ❖ Rustico Farm & Cellars was created in 2007 by Founder and Proprietor Bruce Fuller, a former marketing and communications specialist whose passion for wine led him away from retirement and into the wine industry.
- ❖ Sitting on a gently sloping hill, the winery faces southeast between Oliver and Osoyoos on the world-renowned Golden Mile Bench, enjoying the unique terroir of British Columbia's South Okanagan.
- ❖ The Golden Mile Bench – named in part for its location and temperature and the resulting agricultural richness – holds 10 per cent of the country's wineries and approximately 60 per cent of B.C.'s grape growing acreage. Frost is less likely to reach this upper bench area, thereby preventing damage to many of its plants. In fact, temperatures in the Golden Mile can be six to eight degrees higher than at the bottom of the valley along Highway 97.
- ❖ Rustico's initial portfolio includes four varietals and one blend: *Farmer's Daughter* Dry Gewurztraminer; *Isabella's Poke* Pinot Gris; *Last Chance* Zinfandel, Merlot, Chancellor and Blaufränkisch; *Doc's Buggy* Pinot Noir; and *Mother Lode* Merlot.
- ❖ To be released in early 2010 are *Bonanza* Zinfandel and *Threesome* Cabernet Franc, Cabernet Sauvignon and Merlot.
- ❖ The Tasting Saloon at Rustico Farm & Cellars is open March 1 to 14, 2010 and then from late April through the fall crush (10am to 6pm daily).
- ❖ Rustico's log residence was originally built as a bunkhouse in the early 1900s for 19 miners at the Sally silver mine near Beavertown, in the West Kootenays. It was reconstructed in 1964 at its current site by Johnny Tokias, a locomotive driver.
- ❖ Rustico Farm & Cellars welcomes wine aficionados and beginners alike, and is available for weddings, family gatherings and other private bookings. **For more information visit www.rusticowinery.com.**

Reference:

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