



**TASTE THE SASSY FARMER'S DAUGHTER OR SHARE
ISABELLA'S POKE AT RUSTICO WINERY**
One Of The Oldest, Now The Newest

Oliver, British Columbia – A modern winery with a storied past, Rustico Farm & Cellars is proud to introduce itself as one of the oldest, yet newest, members of the South Okanagan's wine family with a portfolio of seven varietals and blends.

Each label and taste tells a unique story of the adventurous early history of the locale and the internationally renowned west side Golden Mile Bench terroir of British Columbia's Okanagan region. With its special micro-region/micro-climate that is home to 10 per cent of Canada's wineries, the Golden Mile – located between Oliver and Osoyoos – is an ideal location for Rustico Farm & Cellars.

Prior to Founder and Proprietor Bruce Fuller recognizing the land's unparalleled potential in 2007, the farm's old-growth vines produced grapes for many of B.C.'s award-winning wineries. Rustico Farm & Cellars was founded soon after and quickly earned itself the reputation as "Canada's most romantic winery" with not only its premier portfolio of wine, but also the unique tasting experience enjoyed by each and every visitor who walks through its doors.

Rustico's ***Farmer's Daughter*** Dry Gewurztraminer features a tartly citric taste and the scent of lavender and roses. As the story goes, the wine has everything you'd expect from a sassy farmer's daughter with classic Alsace parentage. The wine is a perfect date with ethnic dishes. It also goes well with free-range chicken or broiled quail with polenta.

Isabella's Poke Pinot Gris gives off aromas of pear, vanilla and the skin of new peaches. A wine with a light, fruity air, this Pinot Gris pairs well with seafood and light creamy pastas. It was named for an entertainer in Fairview, the turn-of-the-century mining town above present-day Oliver.

A blend of old-vine, small-lot Zinfandel, barrel-aged Merlot, first plantings of Chancellor and a hint of Blaufränkisch, Rustico's ***Last Chance*** honours legendary miner, One-Armed Reid and his "last chance" to make the big time. As the story goes, he's thought to be the first to stake a legitimate mining claim in the Fairview area starting a mini-gold rush. *Last Chance* with its bold, earthy characteristics and tobacco-saddle leather overtones partners well with thickly cut, well-marbled steaks or, as One-Armed Reid might have bellowed, "with roasted Muley!"

Named after Rustico's own vintage Baynes Carriage, a restored Doctor's Runabout at the entrance to the winery's Tasting Saloon, **Doc's Buggy** is a well-crafted Pinot Noir with nose hints of ripened Okanagan ground fruit, and the subtly sweet smokiness of sautéed strawberries. *Doc's Buggy* well complements pan-seared trout, plank-grilled salmon, apple/grape-stuffed pork or gourmet goat cheeseburgers with caramelized onions and field tomatoes.

Miners dream of finding the **Mother Lode Merlot**, the big one, the strike-it-rich magical gold vein discovery that One-Armed Reid and his cronies at Fairview yearned to yell out loud. Rustico's barrel-aged big, bold Merlot is richly complex with peppery ripe cherry overtones. *Mother Lode* goes well with leg of lamb, maple-sugar basted sweet ham or grilled Fraser Valley duckling.

Rustico's **Bonanza Zinfandel** honours those who journeyed across the globe in search of uncovering their own riches in the South Okanagan. This old-vine, small-lot Zinfandel takes its character from Rustico's vineyard's flinty rock, and coarse, sandy terrain and Zin aficionados can expect a toast-and-jam fruit nose with a hint of violets, clove and blackberry. With spicy-sauced beef or slow-roasted pork back ribs, this Zinfandel is bound to be the hard-to-find *Bonanza* of the Golden Mile. (***Bonanza release date planned for early 2010.*)

As good things often come in threes, the Oliver and Osoyoos area of the South Okanagan saw ranching, mining and farming as the big threesome that busted the valley wide open to where it is today. To complete its first portfolio, Rustico is currently combining three popular varieties – Cabernet Franc, Cabernet Sauvignon and Merlot – to create **Threesome**. A bolder blend, *Threesome* pairs well with barbecued meats or rib-sticking foods like cassoulet, hunters' stew or confite. (***Threesome release date planned for early 2010.*)

Crafted from 100 per cent British Columbia grapes, Rustico Farm & Cellars of the Golden Mile Bench pleasures connoisseurs, oenophiles and casual wine lovers alike with a unique sensory wine experience.

For more information visit www.rusticowinery.com

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