



International Cool Climate
Chardonnay Celebration
JULY 21 - 23, 2017

TICKETS ON SALE NOW
COOLCHARDONNAY.ORG

905.401.2023
@coolchardonnay | #i4C17
#iLIVEchardonnay

I4C BACKGROUNDER

THE STORY OF THE I4C

Summer 2009: A handful of winemakers lounged in lawn chairs around a summer fire celebrating the success of one of their own. They gathered to raise a toast to the Canadian wine that had just triumphed at the 2009 Cellier Wine Awards in Montreal. In Canada's own version of Bottle Shock – a Niagara wine won the prestigious award, surpassing Burgundian and California Chardonnays in a blind taste test. (The wine: Claystone Terrace Chardonnay 2005 from Le Clos Jordanne.)

The significance of this win wasn't lost on those celebrating, and the wheels were turning as the glasses were swirling. These winemakers have long believed that Chardonnay - one of the most widely cultivated varietals in Ontario – is deserving of a renaissance... It's resilient and refined. It can be steely or floral, complex or focused. It expresses terroir better than any other grape we grow. And when Chardonnay is complemented with a bit of cool - cool by altitude, by latitude, by marine influence or by climatic conditions – it can create magical wines that can easily refute the already waning "ABC – Anything but Chardonnay" movement.

The outcome of that impromptu backyard celebration is a much bigger one – the International Cool Climate Chardonnay Celebration (the "i4C"). Twenty-eight Ontario wineries started the not-for-profit group in April 2010, devoted to reinstating the dignity of Chardonnay. Over the past six years, this group has invited premium cool climate Chardonnay producers from across the globe to join the cause, presenting some of the finest examples of cool climate Chardonnay in the world at the annual event. In this short time, the i4C has created a home for excellence in Chardonnay – a casual but in-depth weekend celebration of wine, food and learning, with an eye to reinvigorating a seriously cool wine.

THE EVOLUTION OF THE I4C

After five years of celebrating the coolest grape on earth, the Chardonnistes decided it was time to invite some other "cool characters" to share the spotlight...

In 2016, the i4C launched its "i4C+" Campaign. Pinot Noir, Gamay and Cabernet Franc - varietals selected for their shared "coolness" - are now poured at select events throughout the weekend.



QUICK FACTS ABOUT THE I4C:

- 2017 marks the 7th Anniversary of the International Cool Climate Chardonnay Celebration
- 39 Ontario wineries are members of the i4C Association
- Over 150 wineries from 37 cool climate wine regions have participated including some of the world's most eminent producers: Louis Jadot, Drouhin, Taittinger, Champy, Laroche, Torres, Kistler, Ramey, Kumeu River, La Crema and Hamilton Russell
- Over 12,500 consumers have celebrated in the heart of Ontario's wine country
- Over 725 different cool climate chardonnays have been poured
- Industry support from all key stakeholder groups in the industry: LCBO, VQA Wines of Ontario and Wine Country Ontario, Grape Growers of Ontario, CCOVI at Brock University, Niagara College, Vineland Research & Innovation Centre, Canadian Vintners Alliance and numerous industry suppliers
- The i4C is not a competition; rather it is a celebration of exceptional cool climate wines.
- The i4C mandate states that a minimum of 50% of the annual participants are from outside of Ontario to ensure a true exploration of the nuances of cool climate Chardonnay

* The "i4C" is:

i – International

4 c's – cool, climate, chardonnay,

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MARKETING IMPACT

- The i4C has welcomed internationally renowned keynote speakers:
 - Ian D'Agata (Decanter, vinous.com) – 2016, Matt Kramer (Wine Spectator) - 2011, 2015, Steven Spurrier (Decanter) – 2013, Tim Atkin (Master of Wine and journalist from London) – 2014, Stephen Brook (Decanter) – 2012 and Special guests Christy Canterbury (MW), Jamie Goode, and Chef Vikram Vij joined us in 2013.
- **Karen MacNeil (The Wine Bible) is the Keynote Speaker for i4C 2017, presented by VQA Wines of Ontario**
- This event garnered over 125 traditional million media impressions in five years including coverage in Decanter, Wine Spectator, La Revue du Vins de France, The Boston Globe, Dallas Fort-Worth Star-Telegram, Food & Drink and Cellier Magazine, The Globe & Mail, Toronto Star, National Post, Montreal Gazette, Vancouver Sun, Ottawa Citizen and key market dailies. In addition, over 50 million social media impressions have been earned.

TESTIMONIALS

"i4C is the best thing that's happened to the Canadian wine industry since the introduction of the VQA appellation system in 1988" *Tony Aspler – Quench Magazine*

"The success of i4C15 illustrates symbiotic relationships between foreign and Canadian wine producers. The future is collaboration, not isolation." – Anthony Gismondi, Wine reviewer/writer

"Events like i4C (International Cool Climate Chardonnay Celebration) prove we have what it takes to make serious wines that can compete on a world scale," *Wes Wiens, Grape Growers of Ontario*

"To return to the International Cool Climate Conference is a great privilege. Ontario wines are the epitome of cool climate, which puts them right on the cutting edge. I'm anxious to taste the latest, as quality keeps surging, seemingly with every new vintage." *Matt Kramer, Wine Spectator Magazine. 2015*

"It was a spectacular event, the best industry and consumer tasting to be held in Ontario thus far. I'm already looking forward to next year." *John Szabo, Master Sommelier*

"I became convinced that Ontario is the World's Least-Known Great Wine Zone." *Matt Kramer, "What I Learned This Year", Wine Spectator 2011*

"It's like discovering that Chablis has a long-lost brother who emigrated to Canada and was never heard of again until now...laser-etched with acidity, minerality and the sort of originality that we all once thought only Burgundy could deliver." *Matt Kramer, "My Wines of the Year", Wine Spectator referencing 2008 Norman Hardie PEC Chardonnay*

"The key word is Celebration. We gathered to celebrate some great cool-climate wines and to explore what made them distinctive, but we also enjoyed those wines with top international winemakers alongside great food in a delightfully informal atmosphere. The perfect blend of sophisticated appreciation and unsophisticated fun." *Stephen Brook, when asked about his visit to i4C.*

"Cool temperatures lure a North Texan to a weekend in Canada's wine country... I rarely associate our northern neighbor with great wine or gourmet food. My recent sojourn there would turn those misconceptions "sideways"....That's what a long weekend in Ontario's wine country will do for you: It so pleasantly affirms Canada's devotion to the farm-to-fork freshness of its food, and the from-the-vine authenticity of its wine." *Andrew Marton, Fort-Worth Star-Telegram*

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WHY CHARDONNAY?

Chardonnay is one of the most widely produced white wines in Canada and the world; yet, there are a number of stereotypes about Chardonnay within the wine world and amongst consumers. For some, it is an over-planted grape and one that is most familiar because it has reached the status of having its own acronym amongst its detractors – ABC, or “Anything But Chardonnay”. Among its fans, there are a large number of wine drinkers that love it for its ability to inexpensively deliver ‘easy’ white wine; wine not requiring much thought on the part of the wine drinker. The descriptors for this easy Chardonnay are: ‘fat but bland fruit, low acid, an alcoholic and a slightly sweet finish.’

The i4C event is designed to celebrate the appreciation of and appeal of Chardonnay as a wine that comes from the noblest of white grapes.

The clear distinction between the characteristics of cool and warm climate Chardonnay is not necessarily understood by most wine drinkers. Warm climate Chardonnay represents much of the wine sold of this variety; however, it does not always present an elegant and complex product. Cool climate Chardonnay, on the other hand, is celebrated for its myriad characteristics and notable versatility.

The i4C event is designed to educate consumers so that they might distinguish between cool and warm climate Chardonnay.

The event will feature Chardonnays that are:

- From warmer climates, yet ‘Cool by Coastal Effect’ (including inland fresh water)
- From some hotter climates – areas that make Chardonnays that are ‘Cool by Continental Effect’ – really the flip-side to Coastal
- Some Chardonnays that are ‘Cool by Altitude’
- Chardonnays that, like Burgundy, are ‘Cool by Latitude’

What will unite all these wines at i4C is the fact that they are all ‘Cool by Attitude’. No matter where one grows Chardonnay, the attitude of the wine grower affects the grape. The management of the vineyards’ soils and the grapevine canopy, the picking date, the handling in the winery and cellar can all contribute to the retention of freshness of acidity, and that minerality and dense yet silky texture that mark all of the world’s truly great Chardonnay wines.

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ONTARIO MEMBER WINERIES

- | | |
|--|-------------------------------------|
| 1. 13th Street Winery | 21. Niagara College Teaching Winery |
| 2. Adamo Estate Winery | 22. Norman Hardie Winery |
| 3. Angels Gate Winery* | 23. Pearl Morissette Estate Winery |
| 4. Bachelder Niagara | 24. Peller Estates Winery |
| 5. Big Head Winery* | 25. Pillitteri Estates Winery* |
| 6. Cave Spring Cellars | 26. Pondview Estate Winery* |
| 7. Chateau des Charmes | 27. Ravine Vineyards |
| 8. Closson Chase Vineyards* | 28. Reif Estates Winery* |
| 9. Coyote's Run Winery* | 29. Rosehall Run Vineyards* |
| 10. Creekside Estate Winery | 30. Rosewood Estate Winery* |
| 11. Flat Rock Cellars* | 31. Southbrook Vineyards |
| 12. Henry of Pelham Family Estate Winery | 32. Stratus Vineyards |
| 13. Hidden Bench Vineyards & Winery | 33. Tawse Winery |
| 14. Huff Estate Winery* | 34. Thirty Bench Winemakers |
| 15. Inniskillin Wines | 35. Trail Estate Winery |
| 16. Jackson Triggs | 36. Trius Winery at Hillebrand |
| 17. Lailey Vineyard Wines* | 37. Two Sisters Vineyards* |
| 18. Le Clos Jordanne* | 38. Vineland Estates Winery* |
| 19. Lighthall Vineyards* | 39. Westcott Vineyards |
| 20. Malivoire Wine Company | |

* Not pouring at the 2017 Celebration

THE PEOPLE BEHIND THE COOL

The i4C is fuelled by a dedicated Board of Directors:

- Chair – Stacey Mulholland (Jackson Triggs, Inniskillin)
- Vice-Chair, Mark Torrance (Andrew Peller Ltd.)
- Vice-Chair/Treasurer, Carolyn Hurst (Westcott Vineyard)
- Past Chair– Suzanne Janke (Stratus Winery)
- Media Relations & Educational Session Director - Magdalena Kaiser (Wine Marketing Association of Ontario)
- Director, Culinary – Craig Youdale (Canadian Food & Wine Institute at Niagara College)
- Director, Culinary - Paul Harber (Ravine Vineyard)
- Director, Winery Relations – Shiraz Mottiar (Malivoire Wine Co.)
- Director, Trade & Industry Relations – Norm Hardie (Norman Hardie Wines)

Dorian Anderson (Dorian + Associates Ltd.) has acted as Event Director since the event's inception in 2010.

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JULY 22 - 24, 2016

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EVENT SPONSORS *(current to May 1, 2017)*

Grand Cru Level Sponsors:

- VQA Wines of Ontario and Wine Country Ontario | The Wine Marketing Association of Ontario
- LCBO | Vintages
- The Government of Ontario
- Toronto Life

Premier Cru Level Sponsors:

- Grape Growers of Ontario
- Fallsview Casino Resort
- Canadian Food & Wine Institute at Niagara College
- Riedel

Friends of the i4C:

- A1 Label, A Resource Label Group
- Air Miles
- CCOVI at Brock University
- Constellation Brands
- Hunter Bottling
- Lakeview Vineyard Equipment
- MNP, LLP Member of Praxity Global Alliance of Independent Firms
- Mosti Mondiale
- Vines to Vintages
- VineTech Canada
- Coventry Transportation
- De La Terre Kitchen
- Premier Tents and Events
- Reclaimed Niagara
- Special Event Rentals
- The Iceman
- WP Warehousing

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