

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 Ontario 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 varieties 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 seven 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 Chardonnistas decided it was time to invite some other "cool characters" to share the spotlight...

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



QUICK FACTS ABOUT THE I4C:

- 2018 marks the 8th Anniversary of the International Cool Climate Chardonnay Celebration
- 44 Ontario wineries are members of the i4C Association
- Over 190 wineries from 40 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 13,000 consumers have celebrated in the heart of Ontario's wine country
- 763 different cool climate Chardonnays and Blanc de Blancs have been poured
- Industry support from all key stakeholder groups in the industry: LCBO VINTAGES, VQA Wines of Ontario and Wine Country Ontario, Grape Growers of Ontario, CCOVI at Brock University, Niagara College, 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, and Celebration

GRAND CRU SPONSORS



MARKETING IMPACT

Jon Bonné, Writer, Author & Journalist is the Keynote Speaker for i4C 2018, presented by VQA Wines of Ontario

- Previous internationally known keynote speakers of the:
 - I4C 2017 Karen MacNeil (The Wine Bible)
 - I4C 2016 - Ian D'Agata (Decanter, vinous.com)
 - I4C 2015 - Matt Kramer (Wine Spectator)
 - I4C 2014 - Tim Atkin (Master of Wine and journalist from London)
 - I4C 2013 - Steven Spurrier (Decanter)
 - I4C 2012 - Stephen Brook (Decanter)
 - I4C 2011 - Matt Kramer (Wine Spectator)**Special guests Christy Canterbury (MW), Jamie Goode, and Chef Vikram Vij joined us in 2013.
- **School of Cool seminar moderators:**
 - **John Szabo**, Master Sommelier, Principal Critic at WineAlign.com and Author of *Volcanic Wines: Salt, Grit and Power (2016)*
 - **Jamie Goode**, Wineanorak.com, Author of *I Taste Red: The Science of Tasting Wine (2016)*
 - **Peter Rod**, Program Coordinator Canadian Food and Wine Institute, Niagara College.
- This event garnered over 150 million traditional media impressions in seven 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*

"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*

"By now, wine loving Ontarians know that the third weekend in July is devoted to chardonnay. From an idea hatched at a casual fireside gathering of local winemakers in 2009, to a party on the grandest scale, the International Cool Climate Chardonnay Celebration, or "i4C", has become a fixture on the local and international wine calendar." *John Szabo, Master Sommelier, Principal Critic at WineAlign.com and Author of Volcanic Wines: Salt, Grit and Power*

"Over the course of 3 days, I tasted a slew of chardonnays and sparkling wines that blew me away. Our neighbors to the north are making some of the most vibrant wines in the New World. For the most part the chardonnays are wines with lift and elegance; wines with a vibrational core of crispness; wines that are mouthwatering and fresh." *Karen MacNeil, Author of "The Wine Bible"*

"It's #i4c, the coolest of chardonnay celebrations. It's a pilgrimage to a local mecca attracting thousands, arriving to praise chardonnay in all its glory. It's chanted with incantatory connotation by patrons cantilevered like alluvial fans across the Niagara Peninsula." *Michael Godel, Principal Critic at WineAlign.com*

GRAND CRU SPONSORS



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.

GRAND CRU SPONSORS





International Cool Climate
Chardonnay Celebration
JULY 20-22, 2018

TICKETS ON SALE NOW
COOLCHARDONNAY.ORG

905.921.0210

@coolchardonnay | #i4C18 | #iLIVEchardonnay

I4C BACKGROUNDER

ONTARIO MEMBER WINERIES

1. 13th Street Winery
 2. Adamo Estate Winery
 3. Angels Gate Winery*
 4. Arterra
 5. Bachelder Niagara
 6. Big Head Winery*
 7. Cave Spring Cellars
 8. Chateau des Charmes
 9. Closson Chase Vineyards
 10. Coyote's Run Winery*
 11. Creekside Estate Winery*
 12. Domaine Queylus
 13. Flat Rock Cellars
 14. Henry of Pelham Family Estate Winery*
 15. Hidden Bench Vineyards & Winery
 16. Huff Estate Winery*
 17. Inniskillin Wines
 18. Jackson Triggs
 19. Lailey Vineyard Wines*
 20. Le Clos Jordanne*
 21. Lighthall Vineyards*
 22. Malivoire Wine Company
 23. Niagara College Teaching Winery*
 24. Palatine Hills Estate Winery**
 25. Pearl Morissette Estate Winery*
 26. Peller Estates Winery
 27. Pillitteri Estates Winery*
 28. Pondview Estate Winery*
 29. Ravine Vineyards
 30. Redstone Winery*
 31. Reif Estates Winery*
 32. Rosehall Run Vineyards
 33. Rosewood Estate Winery*
 34. Southbrook Vineyards*
 35. Stoney Ridge Winery*
 36. Stratus Vineyards
 37. Strewn Winery**
 38. Tawse Winery
 39. Thirty Bench Winemakers
 40. Trail Estate Winery*
 41. Trius Winery at Hillebrand
 42. Two Sisters Vineyards*
 43. Vineland Estates Winery*
 44. Westcott Vineyards
- * Not pouring at the 2018 Celebration
**New Member Winery for i4C 2018

THE PEOPLE BEHIND THE COOL

The i4C is fuelled by a dedicated Board of Directors:

- Chair – Stacey Mulholland (Jackson Triggs & Inniskillin, Arterra Wines Canada)
- Vice-Chair/Marketing Committee member, Mark Torrance (Andrew Peller Ltd.)
- Vice-Chair/Treasurer, Carolyn Hurst (Westcott Vineyards)
- Past Chair/Director, Marketing Committee – Suzanne Janke (Stratus Vineyards)
- Media Relations & Educational Session Director - Magdalena Kaiser (Wine Marketing Association of Ontario)
- Director, Winery Relations & Educational Committee member – Shiraz Mottiar (Malivoire Wine Co.)
- Director, Winery Relations – Anne Weis-Pennachetti (Cave Spring Cellars)
- Director, Culinary - Ross Midgley (Ravine Vineyard)
- Director & Educational Committee member – Scott Wilkins (Grape Growers of Ontario, Dancing Swallows Vineyard)
 - Trisha Molokach, Event Director
 - Jen Feschuk, Artistic Director
 - Elena Galey-Pride, Social Media
 - Haley Strong, Communications Coordinator
 - Laura Vertucci, Marketing and Event Coordinator

GRAND CRU SPONSORS





International Cool Climate
Chardonnay Celebration
JULY 20-22, 2018

TICKETS ON SALE NOW
COOLCHARDONNAY.ORG

905.921.0210

@coolchardonnay | #i4C18 | #iLIVEchardonnay

I4C 2018 SPONSORS

The sponsorship campaign is ongoing. Below is the list of confirmed i4C 2018 sponsors as of July 5, 2018

GRAND CRU SPONSORS

- ❖ VQA Wines of Ontario and Wine Country Ontario | The Wine Marketing Association of Ontario – *Founding Sponsor*
- ❖ LCBO | Vintages – *Founding Sponsor*
- ❖ Grape Growers of Ontario – *Founding Sponsor*
- ❖ White Oaks Conference Resort

MEDIA SPONSOR

- ❖ Toronto Life

PREMIER CRU SPONSORS

- ❖ Canadian Food & Wine Institute at Niagara College
- ❖ Niagara Casinos
- ❖ Stoney Creek Glass
- ❖ Wines of Chablis
- ❖ Tourism Partnership of Niagara

FRIENDS OF THE I4C

- ❖ A1 Label, A Resource Label Group
- ❖ Arterra Wines
- ❖ Canadian Vintners Association
- ❖ Coventry Transportation
- ❖ Gay Lea Foods Co-operative Ltd.
- ❖ Lakeview Vineyard Equipment
- ❖ Lynn Maceira Creative Designs
- ❖ MNP, LLP Member of Praxity Global Alliance of Independent Firms
- ❖ PSAV
- ❖ Reclaimed Carpentry
- ❖ Riedel Canada
- ❖ Vines to Vintages
- ❖ VineTech Canada
- ❖ Viniserve
- ❖ Winestains

EVENT SPONSORS

- ❖ Bean & Barrel Coffee Roasters
- ❖ Bench Brewing Company
- ❖ Bench Kitchen
- ❖ CCOVI at Brock University
- ❖ City of St. Catharines
- ❖ Delectable
- ❖ Invite Catering
- ❖ Leon's Furniture
- ❖ Niagara College Teaching Brewery
- ❖ Premier Events Tent Rentals
- ❖ Special Event Rentals
- ❖ The Iceman
- ❖ The Post Office Shannon Passero
- ❖ WP Warehousing

GRAND CRU SPONSORS

