



Cool Chardonnay Lives On



International Cool Climate
Chardonnay Celebration

THE STORY OF THE i4C

Summer 2009: A handful of winemakers lounge 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 – the *Claystone Terrace Chardonnay 2005 from Le Clos Jordanne* in Niagara, won the prestigious award, surpassing Burgundian and California Chardonnays in a blind taste test.

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 revival... 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 ten 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.

QUICK FACTS ABOUT THE i4C:

- 2022 is the 12th Anniversary of the International Cool Climate Chardonnay Celebration (i4C)
- **57** Ontario wineries are members of the i4C Association
- **Since 2011**
 - **226 +** wineries have participated
 - From **38** cool climate wine regions
 - **980** different cool climate Chardonnays and Blanc de Blancs have been poured
 - **16,000 +** consumers have celebrated in the heart of Ontario's wine country
- Past participating wineries include: **Louis Jadot, Drouhin, Taittinger, Champy, Laroche, Torres, Kistler, Ramey, Kumeu River, La Crema and Hamilton Russell**
- Industry support from all key stakeholder groups in the industry: **VQA Wines of Ontario and Wine Country Ontario, Wine Marketing Association of Ontario, Grape Growers of Ontario, CCOVI at Brock University, White Oaks Resort,** 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



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i4C+

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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 - varietals selected for their shared "coolness" - are now poured at select events throughout the weekend.

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MARKETING IMPACT

Previous internationally known keynote speakers of the i4C:

- i4C 2022 will have Andrew Jefford return as keynote speaker for the School of Cool this July 22, 2022
- I4C 2021 – Virtual Edition – Michelle Cheruti-Kowal MW, François Chartier, Jamie Goode
- I4C 2020 – Virtual Edition - Andrew Jefford, Columnist at Decanter and World of Fine Wine Magazine and Academic Advisor to the Wine Scholar Guild, with special guests, past keynote speakers:
 - Matt Kramer
 - Karen MacNeil
 - Ian D'Agata
- I4C 2019 - Julia Harding, author, journalist and Master of Wine
- I4C 2018 - Jon Bonné, Writer, Author & Journalist
- 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.
- **Past School of Cool seminar moderators include:**
 - **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 has garnered over 150 million traditional media impressions in nine 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.



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TESTIMONIALS

"I'm very excited to be taking part in the 10th anniversary edition of the International Cool Climate Chardonnay Celebration in July 2020. Ontario's elegant, sculpted Chardonnays have already established a clear global style of their own and it will be fascinating to compare the latest vintage incarnations with the best of their international peers -- and all in the beautiful setting of Niagara." Andrew Jefford, *Columnist at Decanter and World of Fine Wine Magazine and Academic Advisor to the Wine Scholar Guild*

"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*

"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"*



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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
2. 2027 Cellars
3. Adamo Estate Winery
4. Angels Gate Winery
5. Arterra Fine Wines
6. Bachelder Wines
7. Big Head Winery
8. Broken Stone Winery
9. Cave Spring Vineyard
10. Château des Charmes
11. Closson Chase Vineyards
12. Cloudsley Cellars
13. Coyote's Run Winery
14. Creekside Estate Winery
15. Domaine Queylus
16. Flat Rock Cellars
17. Henry of Pelham Family Estate Winery
18. Hidden Bench Estate Winery
19. Honsberger Estate Winery
20. Huff Estate Winery
21. Icellars Estate Winery
22. Inniskillin Wines
23. Jackson Triggs
24. KIN Vineyards
25. Lailey Vineyard Wines
26. Leaning Post Wines
27. Le Clos Jordanne
28. Lighthall Vineyards
29. Malivoire
30. Niagara College Teaching Winery
31. On Seven Estate Winery
32. Organized Crime
33. Palatine Hills Estate Winery
34. Pearl Morissette Estate Winery
35. Peller Estates Winery
36. Pillitteri Estates Winery
37. Pondview Estate Winery
38. Queenston Mile Vineyard
39. Ravine Vineyards
40. Redstone Winery
41. Redtail Vineyards
42. Reif Estates Winery
43. Rosehall Run Vineyards
44. Rosewood Estate Winery
45. Southbrook Organic Vineyards
46. Stoney Ridge Winery
47. Stratus Vineyards
48. Strewn Winery
49. Tawse Winery
50. The Farm
51. Therianthropy Inc.
52. Thirty Bench Winemakers
53. Trail Estate Winery
54. Trius Winery at Hillebrand
55. Two Sisters Vineyards
56. Vineland Estates Winery
57. Westcott Vineyards



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THE PEOPLE BEHIND THE COOL

The i4C is fuelled by a dedicated Board of Directors:

- ❖ Mark Torrance (Andrew Peller Ltd.), Co-Chair /Marketing Committee member
- ❖ Anne Weis-Pennachetti (Cave Spring Cellars), Co-Chair/Treasurer
- ❖ Suzanne Janke (Stratus Vineyards), Past Chair/Director, Marketing Committee
- ❖ Mary Delaney-Bachelder, (Bachelder), Director/Winery Relations
- ❖ Scott Wilkins (Dancing Swallows Vineyard), Director & Educational Committee member
- ❖ Elsa Macdonald MW (Arterra Fine Wine), Director & Educational Committee member
- ❖ J.J. Syer (Rosehall Run Vineyards), Director/Winery Relations
- ❖ Rob Power (Queenston Mile Vineyard), Director & Educational Committee member
- ❖ Magdalena Kaiser (Wine Marketing Association of Ontario), Media Relations & Educational Session Director
- ❖ Trisha Molokach, Event Director
- ❖ Jen Feschuk, Artistic Director
- ❖ Elena Galey-Pride, Social Media
- ❖ Kim Auty, Guest Services

I4C 2022 Event Sponsors – as of January 19, 2022

- ❖ VQA Wines of Ontario and Wine Country Ontario | The Wine Marketing Association of Ontario – *Founding Sponsor*

MEDIA SPONSOR

- ❖ Toronto Life
- ❖ Wine & Spirit Magazine

Friends of i4C

- ❖ Arterra Wines Canada