

NOBLE NEWS

SEPTEMBER 2011

"THE ONE" 2009 SPARKLING WINE RELEASE



With great excitement and as we continue to "Celebrate 10!", our 10th Anniversary, we are proud to announce the release of our first Sparkling wine, a 2009 vintage, French Champagne-styled Sparkling Wine, "The One". We are providing our friends and fans of Noble Ridge wines advance notice and opportunity to purchase "The One". It will be officially released to the general public on Thurs., Sept. 29 at our Release Party at the Wine Shop, selling for \$39.90/bottle.

"The One" is made from estate grown Pinot Noir and Chardonnay grapes. It exhibits classic bready, biscuit-like aromas complemented by a hint of minerality and clean, refreshing citrus and strawberry flavours on the palate. The effervescence of the wine cleanses the palate beautifully.

The name, "The One", derives its meaning from several origins. The very first time we saw Noble Ridge was January 1, 2001 (01-01-01). We also believe that this sparkling is "The One", fitting into a unique niche in the BC market. And our hope is that you will enjoy this Sparkling as you toast and celebrate "The One" in your lives. It may be a special person, a special event, or perhaps just an excuse to raise your glass and celebrate the moment. |

To reserve your wine, simply reply to this email, indicating your interest. We will get in touch with you to



UPCOMING EVENTS

"Wild West Fest"

Centennial Park, OK Falls

Sept. 23-24

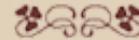
www.wildwestfest.ca

"Bocuse D'or Fundraiser"

Palliser Hotel, Calgary

Sept. 30

Featuring Noble Ridge Wines



2011 OKANAGAN FALL WINE FESTIVAL

www.thewinefestivals.com

Sept. 29 - Oct. 9

"Release Party for "The One" Sparkling"

Noble Ridge Wine Shop

Sept. 29

"WestJet Wine Tastings"

Kelowna Rotary Centre

Sept. 30 & Oct. 1

"Harvest Work Day & Lunch"

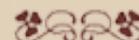
Noble Ridge Vineyard

Thurs., Oct. 6

"Grande Finale Consumer Tastings"

Penticton Convention Centre

Oct. 7 & 8



"SHOP CLOSSES"

confirm your order and receive payment details. It will also be available on-line at www.nobleridge.com shortly.

You are welcome to pick up your wine at the Shop. If you can, come join us at our Release Party at the Wine Shop on Thur., Sept. 29! If you wish your wine shipped, we are happy to work with UPS and get your order safely packaged and to them. When shipping, you will need to order 12 bottles of Noble Ridge wine. If you are ordering less than 12 of "The One", feel free to order any of our other Noble Ridge wines to complete the case. We expect to ship these orders out in the 2nd half of October; if you require your wine before then, just let us know.

HARVEST WORK DAY & LUNCH

Thursday, October 6, 2011 10:30 am - 1:30 pm

One of our most popular events – Harvest Work Day & Lunch – returns again this season. We will be touring the vineyard and crush pad, working with/picking grapes and of course, tasting some wine! Our winemaker, Phil Soo, will lead you through the activities at harvest and, explain the philosophy and strategy behind our award-winning wines. Finally, we will all sit-down together and enjoy a family-styled, hot Mediterrean lunch prepared by Chef Darin of Bogners in Penticton.

To reserve your place, please email us at nrwineshop@nobleridge.com or call us at 250.497.7945. Tickets are \$69/person, reservations a must. We are very close to sold out so don't wait too long! We look forward to sharing harvest time with you.

Oct. 16

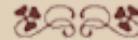
Noble Ridge & Desert Hills "Winery Dinner"

Oct. 26

Soban Korean Restaurant,
Kelowna

"Official Release of Noble Ridge wine in Ontario"

Sat., Nov. 26



SHOP ONLINE



RELEASE OF 2008 MERITAGE AND 2008 MERITAGE RESERVE

We are also pleased to announce the release of our brand new 2-tiered Meritage program – our Meritage and Meritage Reserve. We decided to go to two tiers in direct response to our customers' requests. Both are a blend of our Merlot and Cabernet Sauvignon grapes, all estate grown in our Okanagan Falls vineyard. The 2008 Meritage (\$19.90) is built to meet a lower price point, Stelvin closure, still oak aged but a more predominantly Merlot-based wine. The Meritage Reserve at \$29.90 is the classic Noble Ridge styled wine, aged in American and French oak, beautiful structure and tannins, built to age. Same but different – built for different occasions at your dinner table or whenever a glass of Meritage wine is calling your name! Both are now available in our Wine Shop, in our restaurants and stores and on-line at www.nobleridge.com.

NOBLE RIDGE
— VINEYARD & WINERY —

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Okanagan Falls, BC
V0H 1R2
250 497 7945
www.nobleridge.com

OKANAGAN FALL FESTIVAL Sept. 29 - Oct. 9, 20011

In addition to our Sparkling “**The One**” Release Party on Sept. 29 and our Harvest Work Day on Oct. 6, there are plenty of great events held throughout the Okanagan Valley. Check out www.thewinefestivals.com to find out more. We will be pouring wine at both the main events held the first weekend in Kelowna and the 2nd weekend in Penticton. See you there!

**SAVE THE DATE - Sat. Nov., 26 -
FIRST RELEASE OF NOBLE RIDGE IN ONTARIO**

Another first – Noble Ridge wine will be available in Ontario for the first time. On Sat., Nov. 26 our Chardonnay will be available in Ontario's Vintages stores. If you plan to be in Ontario on that day, let us know. We have a plan to help show the LCBO how enthusiastic Noble Ridge fans are and you could be part of it! Stay tuned for more information.



Happy Harvest Days!

Follow us on [!\[\]\(e78f798d4ea5c530c9db49e7d26e6b95_img.jpg\)](#) [!\[\]\(034433b90593e82e5460e34e3ed48e9b_img.jpg\)](#)