

NOBLE NEWS

MAY 2013

QUEEN VICTORIA'S BIRTHDAY WEEKEND (Otherwise known as Canada's May Long Weekend)

FREE Vinturi Wine Aerator



We will be celebrating the Queen Victoria's birthday all weekend long. So what usually happens at birthday parties? Gifts, of course! So here at Noble Ridge we have decided to help everybody celebrate Queen Victoria's birthday weekend by offering you a chance for a FREE gift.

In the shop, or online only, you can get your **own Vinturi Wine Aerator FREE** for every case of wine purchased **over the May long weekend ONLY (Friday, May 17 - Monday, May 20)!**

All you need to do is:

- Visit the shop or go online (www.NobleRidge.com)
- Purchase a case of your favourite Noble Ridge wine

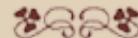
(ANY of our wines)

- Receive your FREE gift (Vinturi Wine Aerator)



UPCOMING EVENTS

(To register or learn more about any of these events, please contact us at events@nobleridge.com; or in the Wine Shop at 250.497.7945)



May Long Weekend

May 17th - May 20th
Wine Shop Specials
Open daily 10 am - 5 pm

BC Wine Institute BLOOM Tasting Events

Noble Ridge wines will be present at all of the BCWI Bloom Events

May 22 - Hotel d'Arts,
Calgary

May 23 - Sutton Place Hotel,
Edmonton

June 4 - Empress Hotel,
Victoria

June 5 - Convention Center,
Vancouver

Noble Ridge Wine Tasting

- Enjoy!

WINE CLUB

And if free gifts are your thing, give yourself the gift of 10% off all of our Noble Ridge regularly priced purchases. Our next shipment goes out in JUNE. In order to receive your June shipment of wine, you need to join the Noble Ridge Wine Club NO LATER than Fri., June 14.

AND... for those ordering in time for the June shipment, for members only, we are throwing our first **"Noble Ridge Wine Club Parking Lot Pick Up Party"** (picking up your wine!!) on Sunday, June 30. We are planning smokies on the grill and live music for our members along with a few other surprises.



Come and join the fun - but you have to join the Club first! Go to www.NobleRidge.com and click on the Wine Club button at the top center. Don't miss out!

**2009 PINOT NOIR - BEST OF VARIETAL at
2013 OKANAGAN WINE SPRING FESTIVAL**

June 6,
Alberta Medical
Association Meeting
Calgary

Wine Bloggers Conference

June 6 - 8
Convention Center,
Penticton

Father's Day

Sunday, June 16
Wine Shop Specials,
Open 10 am - 5 pm

Canada Day long weekend Wine Club Parking Lot Pick-Up Party

(Wine Club Members Only)
Sun., June 30, 11 - 4 pm

Stampede Breakfast at Noble Ridge

Monday, July 1
10 - 12 noon

GranFondo Ride

Sunday, July 7
Penticton (and area)

Vine Dining in the Vineyard at Noble Ridge

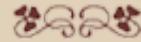
Thursday, July 25
5 - 9 pm

Noble Ridge Annual Summer BBQ

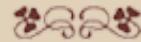
Thursday, August 8



4 - 8 pm



SHOP ONLINE



Another Spring Wine Festival has just wrapped up. Congratulations to the organizers, as there were many great events. Noble Ridge was present at several of these events, including the two WestJet tastings in Kelowna, the Bacchanalia in Penticton, along with our own Vineyard Tour and Tasting Adventures offered through the week. It was great to connect with many of you, and we are already looking forward to the upcoming season! Noble Ridge was also pleased to accept **Best of Varietal for our Pinot Noir 2009** at the Best of Varietal Award event held in conjunction with the Spring Festival. We are currently pouring it in the shop or you can purchase it online at www.NobleRidge.com. Limited quantities remain!

VINEYARD REPORT

The vines are busting out all over! The lovely warm/hot days of sunshine that we have been enjoying are certainly being felt in the vineyard.



South side (early May)



North side (one week later!)

After several cool, wet springs, it is a joy to watch how our vines respond to the heat. They have gone, in a

remarkably short time, from buds and a leaf or two, a lovely soft “cap” of spring green, to shoots and leaves. The vineyard season is in full swing! Our core crew of Kaye, Maggie, Tara and Parker are now out busy tying and suckering our vines, to ensure optimal growth and maturation of our grapes.

RELEASE OF 2010 CHARDONNAY

The first release of 2013 is our **2010 Chardonnay**. This wine has been maturing in bottle for a full year, after barrel aging for 14 months. We choose to gently oak our Chardonnay as we feel the presence of oak with this wine really highlights it's richness and balance, as well as broadening the types of food that pair well with it. You can expect flavours of apple, pear, honeydew and vanilla ending with a beautiful, long finish. This wine continues our tradition of producing Chardonnays which have earned recognition at Chardonnay du Monde competitions in Burgundy, France and here at home, specifically at the All Canadian Wine Championships.



We did not make a lot of this wine in 2010 so don't wait too long to get your wine. You can purchase now directly at the Wine Shop in Okanagan Falls or online at www.NobleRidge.com.

There is one way to guarantee your access to this wine - **Join the Noble Ridge Wine Club**. Membership is free and we allocate our wines to our Wine Club member first, to make sure that we do not run out for them. This, in addition to automated delivery 3 times a year, special Wine Club member events and 10% off all purchases, well, we ask - how can you resist?

MEDAL COUNT... AND COUNTING!

We have had a very rewarding spring so far. Although most 2013 competition results are still to come in, we are very proud to report that in 2013, we have been already awarded:

- **2 Gold** (2011 Pinot Grigio, 2009 Meritage Reserve)
- **1 Best of Varietal** (2009 Pinot Noir)

- **1 Runner Up** (2009 Sparkling "The One")
- **4 Silvers** (2011 Mingle, 2010 Chardonnay, 2011 Pinot Grigio, 2009 Pinot Noir)
- **2 Bronze medals** (2010 Chardonnay, 2009 Meritage Reserve)

A great start! We are especially pleased as we only enter on average 2-4 wines per competition so this really does give us an indication that our quality, premium wine program is on track, both in the vineyard and in the cellar. **We are also pleased to see that all of our wines are earning recognition.** For more details, please visit our website www.NobleRidge.com.



Stay tuned for more events and information.
Have a happy and safe Long Weekend!

Jim and Leslie D'Andrea

NOBLE RIDGE

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