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NEWS RELEASE

FOR IMMEDIATE RELEASE

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WORLD-RENOWNED PINOT NOIR AUTHORITY NAMES CEDARCREEK 2012 PLATINUM BLOCK 4 PINOT NOIR B.C.'S BEST. HEADLINE

KELOWNA, British Columbia – CedarCreek Estate Winery is pleased to announce that **Allen Meadows of burghound.com** – the most respected writer on Pinot Noir in the world – has **selected their 2012 Block 4 Platinum Pinot Noir from 54 of the Okanagan's best as the province's top Pinot Noir.**

Allen Meadows founded burghound.com in 2000 as a quarterly review of the wines of Burgundy, and it is devoted exclusively to the coverage of Burgundy and Pinot Noir as well as rotating coverage of Champagne and sparkling. He spends nearly five months a year in Burgundy and visits more than 300 wineries in that time. He is popularly regarded as the world's authority on Pinot Noir and acts as an advisor to some of the world's most established collectors of Burgundy and Pinot Noir.

Fifty-four wines were submitted to Mr. Meadows **from 27 Okanagan Pinot Noir producers**, including three from CedarCreek – all three wines were rated exceptionally well - the **2012 Estate Pinot Noir - 90 points, 2012 Platinum Block 2 Pinot Noir - 91 points** and the **2012 Platinum Block 4 Pinot Noir captured a BC-leading 92 points.** A full report of his Okanagan Pinot Noir review is available for purchase at burghound.com.

"Pinot Noir is emerging as a strength in the Okanagan, and we see this recognition as a direct result of our increased focus on block-specific wines," said Darryl Brooker, Winemaker at CedarCreek Estate Winery. "We're really focused on discovering what CedarCreek is capable of in a site-specific way, down to the block-to-block nuances within our vineyards. The Block 2 and 4 Pinot Noirs couldn't be more different as wines, but they're only a stone's throw apart in the vineyard. Revealing these site-specific variations in wine are, for me, the most exciting part of winemaking."

The showing is further reinforcement of the Okanagan's emergence as a region where cool-climate Pinot Noir – the heartbreak grape – thrives. The recognition adds to the region's showing where Pinot Noirs from the Okanagan Valley have garnered awards internationally. **"Everyone asks what the Okanagan's great wine is. What's our signature wine?"** added Brooker. "We're starting to see very clearly that the Okanagan can be great at Pinot Noir."

These wines are currently available for purchase at CedarCreek.bc.ca

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