

News Release
FOR IMMEDIATE RELEASE

Nova 7 by Benjamin Bridge sells out

Tuesday, September 9, 2008 (Gaspereau Valley, Nova Scotia) –Benjamin Bridge’s first limited edition wine, NOVA 7 was met with great enthusiasm by local wine lovers who bought up the initial release at select wine retail shops in Nova Scotia. Selling out in less than a month, Bishop Cellar’s Managing Partner, John Stuart, said recently **“NOVA 7 was the largest single retail item in the store during the month of July.”** Wine lovers are already looking forward to the 2008 vintage next spring.

In the meantime, the harvest for NOVA 7 began last week at Benjamin Bridge’s vineyard in the picturesque Gaspereau Valley with Perle of Csaba, one of the European Muscat grape varieties that gives the wine its delicious flavour.

Benjamin Bridge’s NOVA 7 is unique in Canada. Recently hailed as **“the quintessential aperitif wine”** by one of Canada’s most respected wine writers, John Szabo, Master Sommelier, he described NOVA 7 saying **“the wine is clean and beautifully aromatic, with intense Muscat-like florality and grapey character...the alcohol is refreshingly low at just 8%. The finish is evanescent, but this is all about lightness and delicacy.”**

Inspired by the European tradition of lightly sparkling, off-dry wines, the wine was conceived by Peter Gamble, a Canadian wine consultant with extensive international experience. Gamble saw in Nova Scotia’s Gaspereau Valley, the perfect climatic conditions for making aromatic and sparkling wines. The cool growing season encourages the flavours to develop brilliance and uncommon intensity while still retaining the all-important acidity required for balance and structure.

While Benjamin Bridge has been very pleased with the reception for NOVA 7 in Nova Scotia, its passion is to be known internationally for its *Méthode Classique* sparkling wines. Since 2002 Gamble has been working with renowned French champagne expert, Raphael Brisbois to develop sparkling wines on the order of the Grandes Marques champagnes from grapes grown in the Benjamin Bridge vineyard. Early tastings by wine critics are showing these sparkling wines to be “nothing short of spectacular”. They have striking flavors and the brilliant acidity that is characteristic of Nova Scotia wines. These wines are fermented in the bottle for 6 to 8 years in the tradition of the finest *Prestige Cuvées* of France’s Champagne region. Limited quantities of the first of Benjamin Bridge’s *Méthode Classique* sparklers will be released in 2011.

Meanwhile, later this fall, Benjamin Bridge will launch its second limited edition release, BOREALIS Icewine. This is a vintage icewine made from estate grown vidal grapes and carefully aged for four years. Its lush apricot and honey flavours, beautifully balanced with a bright acidity have already garnered exceptional reviews in pre-release tastings by national and international wine critics.

Wine enthusiasts are invited to visit Benjamin Bridge’s website (www.benjaminbridge.com) should they be interested in any future releases.

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