

News Release
FOR IMMEDIATE RELEASE



Benjamin Bridge Releases 2009 NOVA 7 in time for Mother's Day.

(Monday, May 3, 2010) Gaspereau, Nova Scotia – Benjamin Bridge is set to release its 2009 vintage of Nova 7 just in time for Mother's Day. This lightly sparkling, off-dry white wine is the perfect accompaniment to Mother's Day brunch or dinner. Hailed as *"the quintessential apéritif wine"* by one of Canada's most respected wine writers, John Szabo, Master Sommelier, NOVA 7 complements any celebration because of its light effervescence and elegant aromatics.

NOVA 7 took the Nova Scotia market by storm in 2008 and 2009 and the anticipation for this year's vintage is building. Alanna MacIntyre, Sommelier and Retail Manager at Bishop's Cellar, Halifax, said in a recent Bishop's Cellar newsletter: *"It's finally back! I've never seen a wine generate as much buzz (no pun intended) as this local superstar. If you are one of the few who has never tasted Nova 7 or doubts the quality of Nova Scotian wines, get yourself down to Bishop's Cellar to taste what all the excitement is about."*

Winemaker Jean-Benoit Deslauriers, who received praise and standout reviews from Robert Parker and Steven Tanzer for his wines while working in California, says this year's vintage of Nova 7 is particularly exciting. Not only does it display the characteristic and elegant Muscat aromas and crisp acidity for which the wine is known, but Nova 7 is being introduced in a new screw cap bottle. The screw cap, or Stelvin closure as it is referred to in the industry, is a quality improvement, preserving the freshness and crispness of wines, particularly important for this lightly sparkling, crisp white wine.

Then, next up for Benjamin Bridge in early summer, is the release of a still white wine that expresses the beautiful aromatics of Nova Scotia's signature white grapes and rounds out the winery's portfolio of limited edition whites, reds and icewines.

Benjamin Bridge's most spectacular wine offering is planned for Fall 2010 - a Brut Reserve 2004 and a Blanc de Noirs 2004 - hand crafted from 100% Nova Scotia grown Pinot Noir and Chardonnay, in the laborious 'classic method', the wine making style of Champagnes. Since 2002 Benjamin Bridge has been making Méthode Classique sparklings with a team of international winemakers, including internationally renowned sparkling-wine specialist Raphaël Brisbois, formerly of Champagne, who has crafted sparkling wines for Piper-Heidsieck and Iron Horse Vineyards in California.

Benjamin Bridge's 2009 vintage of Nova 7 will be released to the public at three Nova 7 release parties hosted simultaneously by specialty wine shops around Halifax - Bishop's Cellar, the NSLC's Port of Wines and Vin Art - all on May 5th from 5pm to 7pm.

A print quality photo is available upon request.

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