



For Immediate Release
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PRESS RELEASE

Invest in Nova Scotia Wine Country

Halifax, N.S. – The Nova Scotia wine industry’s long-term growth strategy outlines an increase of vineyard acreage in the province from 400 to 1,000 acres, an increase in the number of wineries from 10 to 20 and an increase in industry revenue from \$7.2 million to \$23 million by 2020. Yesterday’s launch of the Nova Scotia Wine Industry Investment Initiative, which includes a website component, www.investinnovascotiawine.ca, helps bring these goals one step closer.

"The wine industry is important to Nova Scotia," says Janice Ruddock, managing director of the Winery Association of Nova Scotia (WANS). "We have the ability to grow...we want to meet the targeted objectives and goals of the long-term strategy. Our investment package will help promote Nova Scotia as a wine destination and provide potential investors with accurate, industry-driven information they need to make decisions."

Nova Scotia offers a young, but developing wine region. The Winery Association is committed to managed industry growth and there is currently a long-term strategy in place to support that growth. As well, the new Investment Initiative provides valuable support material for future Nova Scotia grape growers, winemakers and winery owners.

"We are the third most recognized wine region in Canada, and many Nova Scotians are not aware we have 10 operating wineries in the province," says Ruddock. "In addition to attracting potential investors, the website and promotional material will draw international interest and education to our wines."

Initiated by the Kings Community Economic Development Agency (Kings CED) and developed by Alidade Marketing, the investment project is a collaborated effort between the Winery Association of Nova Scotia, Foreign Affairs & International Trade Canada, Nova Scotia Economic & Rural Development, Nova Scotia Department of Agriculture, six Nova Scotia regional development authorities, NS Department of Tourism, Culture and Heritage, Grape Growers Association of Nova Scotia and Eastern Kings Chamber of Commerce.

"This initiative provides the tools needed for growing and strengthening our wine industry in Nova Scotia," says Colby Clarke, development officer for Kings CED. "It adds to the diversification of our agricultural sector, provides tourism opportunities and promotes job creation in our rural communities."

For more information about investing in the Nova Scotia wine industry visit www.investinnovascotiawine.ca.

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About the Winery Association of Nova Scotia (WANS)

WANS was formed in 2002 to represent the interests of wine producers in Nova Scotia, to serve as a voice for local industry and to promote the growth and development of Nova Scotia wines. Members include L'Acadie Vineyards, Bear River Vineyards, Blomidon Estate Winery, Domaine de Grand Pré, Gaspereau Vineyards, Sainte-Famille Wines, Lunenburg County Winery, Petite Riviere Vineyards and Jost Vineyards.

www.winesns.ca

About Alidade Marketing

Alidade Marketing is a marketing strategy company that offers a broad range of marketing communications services for clients. Although we are a small firm, we have the capacity of a full-service marketing company by bringing together the right mix of specialized skills and talents for each job. Our partners, like us, love to work hands-on with the client and be part of a dynamic, customized team. Over the past nine years, we have helped companies and organizations make the right decisions on strategy, marketing, positioning, branding, creative, advertising, issue management and product and service sales decisions.

www.alidademarketing.com

About Kings Community Economic Development Agency (Kings CED)

The Kings Community Economic Development Agency is the regional development authority for Kings County, operating since 1995. It is a community-driven, non-profit society working with municipal, provincial, federal and community partners to make Kings County a better place to live, visit and do business.

www.kingsced.ns.ca