

Explore the world of Wines with Campbell's

Organic Wine New World

Organic Wines have been the big buzz over the past decade, but more so in the past 3-4 years have people been taking more notice. No chemical interference in the vineyard practices whatsoever. No pesticides, herbicides or any other 'cides' are allowed. Each country (and even state or province) have their own particular rules and regulations. There are governing bodies worldwide that will certify the wines.

There are many vineyards that farm organically, but for whatever reason they choose not to be certified. It could be that they disagree with the boundaries, they don't want to incur the additional costs or maybe the bureaucracy is a bit of a pain in their behinds. Are they still organic? Some say yes and others say no, because there is no yearly audit and certification. Up for debate? You betcha.

Sulfites are a contentious issue. To use or not to use. Some winemakers say that small amounts are okay to help stabilize the wines, while others frown upon their use. I don't think you will ever get everyone to agree on this issue.

In the United States, wines labeled "organic" cannot contain added sulfites. Wines that have added sulfites, but are otherwise organic, are labeled "wine made from organic grapes."

New World

So when we say 'New World' what exactly does that mean? Canada, U.S., Chile, Australia, Argentina, New Zealand, Brazil... basically everywhere except Europe.

What is Earth Day in Canada? (Taken in its entirety from Earth Day Canada Website)

Celebrated every April 22, Earth Day is the largest, most celebrated environmental event worldwide.

More than 6 million Canadians join 1 billion people in over 170 countries in staging events and projects to address local environmental issues. Nearly every school child in Canada takes part in an Earth Day activity.

Environmental challenges abound as our daily actions pollute and degrade the fragile environment that humans and wildlife depend on to survive.

What can we do?

Earth Day provides the opportunity for positive actions and results.

First launched as an environmental awareness event in the United States in 1970, Earth Day (April 22) is celebrated as the birth of the environmental movement.

Earth Day is a powerful catalyst for change. The first Earth Day, spearheaded by Wisconsin Governor Gaylord Nelson and Harvard University student Denis Hayes, involved 20 million participants in teach-ins that addressed decades of environmental pollution. The event inspired the US Congress to pass clean air and water acts, and establish the Environmental Protection Agency to research and monitor environmental issues and enforce environmental laws.

In 1990, two million Canadians joined 200 million people in 141 nations in celebrating the first International Earth Day. In many countries, the global event brought pressure on heads of state to take part in the UN Earth Summit in Rio de Janeiro to address issues such as climate change and the world wide loss of species.

In Canada, Earth Day has grown into Earth Week and even Earth Month to accommodate the profusion of events and projects. They range from large public events, such as Victoria's Earth Walk (5,000 participants), Edmonton's Earth Day Festival at Hawrelak Park (30,000 participants), and Oakville, Ontario's Waterways Clean-up (2,000 participants) to the thousands of small, private events staged by schools, employee groups and community groups.

Emiliana Signos de Origen

Chardonnay Viognier Marsanne Roussanne

CSPC: 740605

Price: \$19.95*



Signos de Origen is a special project created to craft unique wines of the highest quality by selecting the best varieties from our vineyards. Each wine is represented by unique symbols that emphasize and reinforce the important relationship between it and its place of origin.

Vinification: The grapes were picked into 12-kg boxes and transported to the cellar for immediate chilling. After that, the bunches were selected on conveyor belts that led to a bladder press for direct pressing. The must was decanted and racked into stainless steel tanks where alcoholic fermentation began, and prior to completion, 100% of the partially fermented must was racked to French oak barrels to continue the process. Following fermentation a small amount of sulfite was added to the new wine to prevent malolactic fermentation and thereby preserve the wine's freshness and vibrant acidity. The wine remained in the barrels for an additional 5 months with periodic battonage (lees stirring) to promote the transfer of fatty compounds and aromatics from the lees to the wine for greater complexity. Prior to bottling, the wine was fined with adjusted doses of bentonite and cold stabilized to prevent future tartaric precipitations.

Aging: 6 months in oak barrels, 100% French.

Production: 2,200 cases (9 lts)

Aging Potential: 4 years

Composition: 67 % Chardonnay, 18 % Viognier, 8 % Roussanne, 7 % Marsanne

Tasting Notes:

Clean, transparent, golden yellow in color, with elegant aromas of apricot and plum, mineral notes, and a fine touch of almonds and toffee on the nose. Big-bodied, smooth, and well balanced on the palate, with subtle notes of flowers, fruit, and nuts, with good acidity and a long finish.

Adobe Rose

CSPC: 743921 Price: \$12.95*



Composition: 92% Cabernet Sauvignon, 8% Syrah

Adobe, the noble ancient material used in the construction of traditional Chilean homes is now the essential foundation of our organic winery.

This is a line of reserve wines made from organically grown grapes to reflect the highest quality of the vineyards and a deep respect for the environment and its workers.

TASTING NOTES : Bright light pink in color with intense fruity aromas, such as cherry and black currant. Good body, silky and elegant on the palate. Tremendously fresh, fruity, and balanced.

Delicate and easy to drink.

Cono Sur Pinot Noir

CSPC: 723829 Price: \$13.95*



Cono Sur was born around the oldest Pinot Noir vineyards in Chile. We were the first in Chile to produce Premium Pinot Noir, and also the first to export the variety. Producing Pinot Noir has been Cono Sur's most exiting challenge.

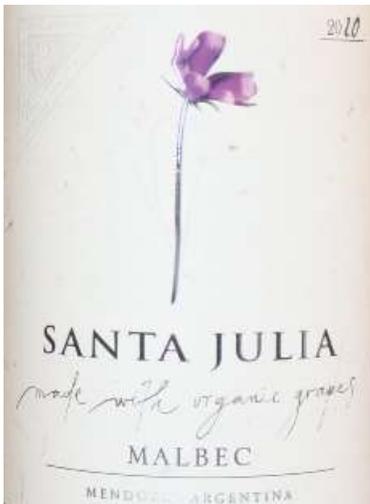
Our "Pinot Noir project" started in 1999, with the aim of producing the best Pinot Noir in Chile: unique, expressive and proud of its New World roots, while vinified according to the Burgundian tradition. From this same French DO comes Martin Prieur, an experienced Pinot Noir winemaker who has helped us select

Chilean terroirs and advised us on optimum vineyard management.

This Pinot Noir made from grapes grown organically that has been certified by BCS Öeko Garantie GmbH. It is appealing in its rich and deep bright red colour, and has a complex and developed nose that is governed by sweet wild fruit aromas, where notes of cherries and berries are enhanced by slight toasty hints. This Pinot definitely has a personality of its own. It's tasteful, with soft tannins and an excellent structure.

Santa Julia Organica Malbec

CSPC: 73452 Price: \$15.95*



Santa Julia symbolizes care and respect for our environment. The family's third generation, through different programs, works towards land preservation while emphasizing consideration for ploughmen and all the people in the community they live in.

The grapes for this wine are from the Santa Rosa Vineyard in Mendoza. The grapes were all hand-picked during the last two weeks of March 2010.

"Santa Julia is one of the most dynamic trademarks which best interpret the new trends in consumer's preferences. As a winemaker, I was able to begin this transformation having the support of this Winery's strategic pillars: innovation and a constant search for product excellence", says Rodolfo.

Grape Composition: 100 % Malbec - Organically grown grapes.

Origin: Santa Rosa and Maipú vineyards, Mendoza.

Vinification: In stainless steel tank, with dry selected yeasts. Skin maceration for 10 days.

Tasting Notes:

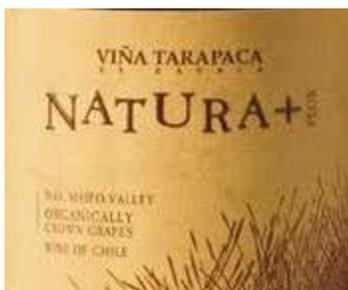
Colour: Violet-intense purple, concentrated and bright.

Aroma: A complex nose with varietals notes of ripe fruits, figs, prunes, jam and raisins.

Flavour: A good body, with sweet tannins and well balanced by acidity. A lingering and complex finish.

Tarapaca Natura Plus

CSPC: 727980 Price: \$14.95*



Blend: 32% Syrah; 18% Cabernet Franc; 16% Cabernet Sauvignon; 25% Carmenère; 6% Merlot; 3% Petite Verdot. '

Tarapaca Plus 2010 is a wine made exclusively from organically certified grapes from the Maipo Valley of Chile. Cabernet Sauvignon, Syrah, Carmenère and Petite Verdot are sourced from the warmer Northern Maipo Polpaico region with deep clay soils. Syrah, Merlot and Cabernet Franc are from our hillside lots in the Isla Maipo region. All components

of the final blend were aged separately for 12 months in French and American barrels of this

portion, 15% were new oak barrels. After aging, the blend was made and held cold for two months; the wine was filtered prior to bottling, but not fined. Aging Potential 10 years.

Deep Red with purple hues in its youth. Perfumed wild blackberry and cherry notes with after eight mint chocolate notes. Toasty oak and cedar aromas with spice. Rich ripe round mouth feel with black fruits, brownie cookie and caramel notes, along with spicy notes of dried berries. Spicy tannins in the mouth feel and long finish.

Rodrigues Exotique Strawberry

CSPC: 476374 Price: \$14.95*

Nurtured by Mother Nature. Naturally



Rodrigues Winery is located in Markland, just off the Trans-Canada Highway on Route 81, approximately 80 kms from St. John's.

When the new medical clinic was built to service the area in 1986, Markland's Historic Cottage Hospital was purchased by Dr. Hillary Rodrigues and his wife, Marie-France, it was to become the home of Newfoundland's first winery.

As with any new business, extensive renovations took place and from humble beginnings in 1993 with hand filtering, bottling and corking, the first offering of 300 cases of the flagship Blueberry wine was produced for sale in Newfoundland. It was completely sold out in less than one week.

Tasting Notes

A surprise to all, Bursting with a full bouquet of strawberries yet so mellow and dry it is a perfect companion to desserts or casual sipping, No sulphites. Bronze Medal Award Winner from InterVin International in 1999 and Bronze Medal Award Winner from the October Ottawa Wine & Food Show.