



Buzz Sheet

Bee Hive	Meadow Vista Honey Wines 3361 Glencoe Road West Kelowna, BC V4T 1M1 Canada
Bee Headquarters	Meadow Vista Honey Wines 2229 Sunview Drive West Kelowna, BC V1Z 4V9 Canada p. 250.769.2337 f. 888.442.7955 e. wine@meadowvista.ca w. www.meadowvista.ca
Founded	By Judie Barta, 2009, Okanagan Valley, British Columbia
Vision	To be the world's best producer of honey wines, while helping the plight of the honey bee.
Mission	We make honey wine for people we like - we like everybody!
Queen Bee	Judie Barta
Milestones	May 2009 – Company Launch August 2009 – Online Winery Grand Opening August 2009 – Honey Wines Released





Our Story...

Meadow Vista Honey Wines is a young organic meadery driven by passionate foodies (wine and food lovers). We love to produce wines for people we like, while doing our part to help the honey bees. We never want to imagine a world without honey bees.

Our company was founded in 2009 by visionary and wellness expert Judie Barta. Judie's love for organic food and wine, supporting sustainable local farming, and passion for helping the honey bees, brought together our enthusiastic team to present a fresh new edge and product line to wine consumers.

After over 15 years of visualization by its founder, Meadow Vista Honey Wines is dedicated to being the Okanagan Valley's premier organic meadery and Canada's best selling producer of organic sparkling wine.

Our Queen Bee... Judie Barta

Judie is a pioneering entrepreneur with 18 years of experience in business development specializing in the wellness and wine industries. Over the last two decades, Judith has built and sold several service businesses although her love of food, wine and her dream of purchasing land in the Okanagan Valley to establish an estate winery have never been too far from her heart. She started her first business in 1990, when she was just 19.

She has been self-employed since 1998 and in the last 10 years has built and successfully sold two profitable businesses, the *Bergamot Wellness Centre* and *The Mermaids Boat Cleaners Inc.* in Kelowna, BC.

As CEO, Judie will be responsible for the company's overall operations, growth, profitability and financial sustainability. She will also be overseeing production, business development, sales, marketing, new product development and strategic planning.

Her wealth of experience in the food and wine industry combined with her drive, creativity and confidence gained through her past business successes provide a strong foundation for the success of her new venture. Judith currently serves on the BC VQA Wine Judging panel with her wine maker Alan Marks.

Meadow Vista Buzz

- We exclusively use Certified Organic Honey, spices and fruits from the Okanagan Valley to create our honey wine styles in a certified organic facility.
- Meadow Vista's online winery grand opening was held in August 2009. Its future farm gate location, situated on a relaxing meadow with a beautiful vista of the Okanagan Valley is scheduled to be open for wine tours by 2011.





Honey Wine Buzz

- Honey has been 'hunted' for over 10,000 years.
- The bee is the number one pollinator, pollinating 1/3 of our foods.
- Over 5000 years ago honey wine was the first fermented beverage, predating grape wine by about 2000 years.
- In many parts of Europe through centuries past, it was traditional to give a newly married couple enough honey wine for a month to ensure happiness and fertility.

Our Roots

- What is old (we mean ancient) is new again. There have not been many advances in making honey wine over the last 20 – 30 years, which created a unique opportunity for us to bring new life to traditional techniques.
- We created a blank canvas for creativity, then imagined all the possibilities to invent and redefine traditional honey wine styles, that take people who love our wines on a journey. We captured the essence of each uniquely inspired honey wine style into two simple but powerful words, 'Bee Joyful'.

Our Wines

- Meadow Vista Honey Wines offers consumers the freshest spin on wine options available today.
- Meadow Vista Honey Wines are 100% organic and have no added sulfites.
- Meadow Vista Honey Wines offers wine without a pretentious price point.
- Meadow Vista Honey Wines supports the sustainability of the honey bee through donations and association members. Bees colour our world.





Our Labels...

Joy... Sparkling Wine

Cloud Horse... Table Wine

Mabon... Table Wine

Libra... Dessert Wine

