

Press Release

Have You Heard The Buzz?

Introducing Meadow Vista Honey Wines The Okanagan's Premier Organic Meadery & Canada's First Producer of Organic Sparkling Honey Wine.

For immediate release: Wednesday, September 30, 2009

Kelowna, BC: After more than 15 years of visualization by its founder, the team at Meadow Vista Honey Wines is proud to announce the launch of the Okanagan's premier organic meadery.

Meadow Vista is Canada's first producer of organic sparkling honey wine called 'Joy', created in the French style of méthode traditionnelle, delivering crisp bubbles and elegant fruit flavours with just a hint of honey to savour.

"Meadow Vista is taking an ancient product – mead – and bringing it to today's consumers in a line of sophisticated, organic wines," says founder Judie Barta. "We hope our wines will be a fantastic addition to the growing wine and food scene in the Okanagan and across British Columbia."

Meadow Vista's honey wines are made from organic honey and are richly steeped in history. Honey wine (also known as mead) is reported to be the oldest fermented beverage on the planet, predating beer and wine by over 2000 years. Meadow Vista has captured the essence of each unique honey wine style they have created for Fall/Winter Release Series into two simple but powerful words, 'Bee Joyful.'

Alan Marks, Meadow Vista's winemaker, has successfully improved the technical aspects of traditional mead making and the meadery released its first four honey wine styles in September 2009. In addition to the sparkling, Joy, Meadow Vista's line includes Mabon, a spiced wine; Cloud Horse, a dry white wine; and Libra, a dessert wine infused with organic apricots.

Meadow Vista presented its honey wine styles for consumers to taste for the first time at the Okanagan's first annual Feast of Fields event held in Summerland in August. Participants described the wines as delicious, yummy, and, "like tasting nature in a glass with a smooth, clean finish."

The Meadery's **Fall/Winter Release Series** of four organic honey wines are available to purchase online at www.meadowvista.ca and at Kalala Organic Estate Winery in West Kelowna, BC.

About Meadow Vista Honey Wines

Meadow Vista Honey Wines is the Okanagan Valley's premier organic meadery and Canada's first producer of organic sparkling honey wine called 'Joy'. From West Kelowna, BC we create a Fall/Winter and Spring/Summer Release Series of organic honey wines, which reflect the flavours of the seasons. The mission of the team at Meadow Vista Honey Wines is to create delicious honey wines for eco foodies that inspire them to be joyful, while doing our part to help support the sustainability of honeybee pollination.

About Judie Barta, Queen Bee

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, Judie 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. 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 to drive the growth of Meadow Vista Honey Wines. Judie has two fabulous daughters and enjoys traveling, outdoor sports and creating new recipes with them.

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