

Media Contact

Jeff Letvenuk, Marketing Manager

Phone: 905-468-3147 ext. 258

Email: jeff@pillitteri.com

Twitter: @pillitteriwines

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FOR IMMEDIATE RELEASE

**PILLITTERI ESTATES WINERY RECOGNIZED AS
BEST ICEWINE IN KOREA**

- Winery Shines in Competition against 16 Countries –

Niagara-on-the-Lake, Ontario, CANADA – Hosted by Wine Review, Korea's only wine magazine; the Korea Wine Challenge (KWC) held its 10th annual competition in June 2014 with 2 weeks of tasting and scoring.

With the aim of selecting optimal wines for the Korean palate and introducing great wines to consumers, the competition was judged by renowned Korean and foreign Sommeliers. The KWC aims to target both currently imported wines as well as those that have not yet entered the Korean market.

This year 560 wines from 16 countries were registered in total at the Korea Wine Challenge. The best wines were selected and awarded as "Trophy" in 4 different categories. Also, 12 Red wines from 12 different countries were each awarded as "Best Red" wines. Following Trophy and Best Red wines; 80 Golds, 103 Silvers, 68 Bronzes were awarded.

Pillitteri Estates Winery is proud to announce the win of:

Korea Wine Challenge 2014

Trophy (Best Sweet Wine)

2011 Vidal Icewine



"We are honoured that our flagship Icewine has received such an important award within the Korean wine world," says Allison Slute, Export Manager at Pillitteri Estates Winery; "The South Korean market is one of our most important in Asia and this critical success goes hand-in-hand with our efforts in recent years. This achievement coupled with the recently signed free trade agreement between Canada and South Korea puts Pillitteri in a good position to continue our goals of spreading the word about quality Canadian Icewine to the Korean people."

South Korea is the 4th largest export market for Canadian wine globally. Of the over \$2.03 million worth of Canadian wine exported to South Korea in 2013, \$1.96 million was Icewine, which is an indication of the importance of this category in the Korean market for the Canadian wine industry.

Pillitteri Estates Winery is a family owned and operated business founded in 1993 in Niagara-on-the-Lake, ON. It currently exports to 32 countries and is the largest estate producer of Icewine in the world. Pillitteri is the only certified Advantage HACCP Plus winery in Canada and has also received recognition for bringing the first certified "Verona" vines to Canada and for its work with rare Icewine varieties.

For additional information on Pillitteri Estates Winery, please visit www.pillitteri.com

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