



**A SWEETHEART OF A MATCH: PURDY'S TRUFFLES AND MISSION HILL ICEWINE**  
*British Columbia's premier winery and chocolatier collaborate to craft the quintessential Canadiana treat*

OKANAGAN VALLEY, BC – January 27, 2010: Mission Hill Family Estate and Purdy's Chocolates are pleased to announce the co-creation of Purdy's Icewine Truffle.

Each exquisitely handcrafted Purdy's truffle is infused with luscious Mission Hill Vidal Icewine. A delectable dessert for the sensory adventuresome and an ideal treat for Valentine's Day romantics, the Icewine Truffles are sold individually or with assorted Purdy's Truffles in an elegant gold box, which are available at Purdy's retail stores in British Columbia, Alberta and Ontario as well as on [purdys.com](http://purdys.com) for \$12.95 for 130g.

"Cultivated on our Naramata Ranch vineyards, the Vidal Icewine grapes burst with honey aromas and tropical notes on the palate, creating an ideal pairing with Purdy's rich, artisanal chocolates," says Mission Hill Family Estate Chief Winemaker John Simes.

"Purdy's chocolate combined with Mission Hill's Vidal Icewine make an extraordinary combination," says Purdy's Chocolates Head Chocolatier Gary Mitchell. "The numerous flavour notes complement each other so well that the Purdy's Icewine Truffle delights the taste buds and satisfies the senses."

Both Purdy's Chocolates and Mission Hill Family Estate are iconic Canadian brands that stand for quality and authentic, luxurious indulgences. Created in this spirit, Purdy's Icewine Truffles are a distinct treat for fine wine and chocolate lovers. Complimentary samples of the Icewine and Icewine truffles will be available for tasting Valentine's weekend on February 12-13 at the BC Liquor Distribution Branch Ambelside and North Vancouver Westview stores.

**ABOUT PURDY'S CHOCOLATES**

Since 1907 Purdy's Chocolates has been delighting chocolate lovers near and far with hand crafted, premium chocolates. Family-owned and operated since 1963, Purdy's chocolates are still made in its famous Vancouver factory kitchen using only the finest ingredients from around the world – chocolate from Belgium, ginger from Australia, cashews from India and dairy products delivered fresh daily from farms across Western Canada. With a reputation for premium quality chocolates, a culture of innovation, creativity and customer service, Purdy's Chocolates is Western Canada's largest and Canada's second largest retailer of specialty chocolate. Visit [www.purdys.com](http://www.purdys.com) for more information.

**ABOUT MISSION HILL FAMILY ESTATE**

Located in the heart of British Columbia's Okanagan Valley, Mission Hill Family Estate is world renowned for its award-winning wines, stunning setting and architecture, and its *Cuisine de Terroir*-based Terrace Restaurant. Majestic mountains, scenic lakes and lush orchards encase the winery's dramatic architecture and culminate in a setting that celebrates wine, food and the arts. With sustainable practices that ensure care for the environment, and a timelessness that respects the



family's European heritage, guests experience the height of winemaking in an incomparable lakeside mountaintop winery. Visit [www.missionhillwinery.com](http://www.missionhillwinery.com) for more information.

## **ABOUT ICEWINE**

Icewine originated in Roman times where grapes were not harvested until after the frost. Today, icewine production meets exacting criteria. This precious liquid is widely sought after by culinary and drink experts around the world. Canada requires that the grapes be naturally frozen on the vine at a minimum of -8°C and at 35 Brix sweetness level or higher. The frozen grape's long hang-time and gentle pressing produces small quantities of juice with a rich concentrated fruit flavour, high natural sweetness and well-balanced acidity.

Mission Hill's 2006 Reserve Vidal Icewine is available for \$49.99 for 375 ml at:

- Mission Hill Family Estate winery
- British Columbia's Liquor Distribution Branches
- Artisan Wine Stores in Metro Vancouver and Victoria
- select fine wine shops across British Columbia and Alberta
- in Ontario through Mission Hill's private order website: [www.missionhillontario.com](http://www.missionhillontario.com)
- online at [www.missionhillwinery.com](http://www.missionhillwinery.com)

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