



# ROOTSTOCK

by MISSION HILL



Media Advisory

## **Mission Hill Family Estate and the Vancouver Aquarium's Ocean Wise Program Partner to Raise Awareness for Sustainable Seafood during the Dine Out Vancouver Festival 2014**

*Mission Hill Family Estate will donate \$1 from every bottle of Rootstock by Mission Hill wine sold at participating restaurants during Dine Out Vancouver to the Vancouver Aquarium's Ocean Wise program*

**Vancouver, BC – January 14<sup>th</sup>, 2014** – Mission Hill Family Estate is proud to announce its partnership with the Vancouver Aquarium's Ocean Wise program as part of its commitment to help raise awareness and increase fundraising for sustainable seafood in British Columbia. During the Dine Out Vancouver Festival from January 17<sup>th</sup> to February 2<sup>nd</sup>, 2014, Mission Hill will donate \$1 from every bottle of **Rootstock by Mission Hill** sold at participating restaurants to support the Vancouver Aquarium's Ocean Wise program, supporting sustainable seafood choices to ensure the health of our oceans for generations to come.

Launched in the fall of 2013, **Rootstock by Mission Hill** is the newest addition to the Mission Hill Family Estate portfolio of award-winning wines. It is a series of wines available exclusively to restaurants, hotels, and on premise establishments. The name Rootstock along with the bottle's distinct label design illustrates Mission Hill's deep connection to viticulture, precision farming and the art of fine winemaking. Rootstock epitomizes the philosophy that everything begins in the vineyard. For more than three decades, this belief has propelled the Mission Hill viticulture and winemaking teams and driven their sustainable farming and winemaking practices.

Throughout the Dine Out Festival 2014, Rootstock by Mission Hill will be available at the following participating restaurants in Vancouver:

- **Fairmont Hotels & Resorts** – [www.fairmont.com](http://www.fairmont.com)
- **Glowbal Group** - [www.glowbalgroup.com](http://www.glowbalgroup.com)
- **Rocky Mountain Flatbread Co.** – [www.rockymountainflatbread.ca](http://www.rockymountainflatbread.ca)

- **The Fish House in Stanley Park** – [www.fishhousestanleypark.com](http://www.fishhousestanleypark.com)
- **The Lobby Food + Drink at the Pinnacle Hotel** – [www.pinnaclepierhotel.com](http://www.pinnaclepierhotel.com)
- **The Observatory at Grouse Mountain** – [www.grousemountain.com](http://www.grousemountain.com)
- **Shaughnessy Restaurant at Vandusen Garden** – [www.shaughnessyrestaurant.com](http://www.shaughnessyrestaurant.com)
- **Village Taphouse** – [www.villagetaphouse.com](http://www.villagetaphouse.com)

Mission Hill Family Estate is the Official Wine Partner of the Vancouver Aquarium, and a Proud Partner of Vancouver Aquarium's Ocean Wise Program. Mission Hill Family Estate is also proud to have been named '**Canadian Winery of the Year**' at the 2013 WineAlign National Wine Awards.

### **About Mission Hill Family Estate**

Established in 1981 by Proprietor Anthony von Mandl, Mission Hill Family Estate is located in the heart of British Columbia's pristine Okanagan Valley. This family-owned winery is known for its award-winning wines and spectacular setting. 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. New Zealand born Chief Winemaker John Simes, in his 22<sup>nd</sup> harvest with the winery, leads the winemaking and viticulture teams in their pursuit of quality as they farm several distinct estate vineyards throughout the Okanagan Valley. As a result, Mission Hill's elegant, internationally-acclaimed wine portfolio celebrates the unique character of one of the world's most exciting, emerging wine regions. With sustainable practices that ensure care for the environment, and a timelessness that respects the von Mandl Family's European heritage, guests experience the height of winemaking in an incomparable location. For more information visit [missionhillwinery.com](http://missionhillwinery.com); Twitter [@MissionHillWine](https://twitter.com/MissionHillWine) and Facebook [Facebook.com/MissionHillWine](https://www.facebook.com/MissionHillWine)

### **Vancouver Aquarium Ocean Wise™**

Overfishing is the single biggest threat our oceans face today. Vancouver Aquarium's Ocean Wise program makes it easy for consumers to make sustainable seafood choices that ensure the health of our oceans for generations to come. The Ocean Wise symbol next to a seafood item is the Vancouver Aquarium's assurance of an ocean-friendly seafood choice. [www.oceanwise.ca](http://www.oceanwise.ca)

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