



FOR IMMEDIATE RELEASE

MISSION HILL FAMILY ESTATE AWARDED PLATINUM BEST IN CATEGORY- BEST CANADIAN RED WINE AT DECANTER WORLD WINE AWARDS

West Kelowna, BC – August 9th 2017 - Mission Hill is proud to announce that their 2015 Terroir Collection No. 43 Reflection Point Pinot Noir has earned the title of **'Best Canadian Pinot Noir'** and **'Best Canadian Red Wine'** at the prestigious Decanter World Wine Awards in London, U.K. on May 25, 2017.

With a record 17,200 entries, Decanter presented only 134 Platinum Best in Category medals. **Mission Hill 2015 Terroir Collection No.43 Reflection Point Pinot Noir** has been awarded Platinum Best in Category with a score of 95 points, a remarkable feat for the wine's inaugural vintage.

Harvested in 2015 and bottled in 2016, this was the first wine created as a **'Privilege Member only' wine** for Mission Hill's wine club. With the thought of making something special for members, distinct parcels were selected from the winery's oldest Pinot Noir vineyards on the steep brow of an inactive volcano close to home, on Mission Hill road. This location presents a stunning view and is the inspiration for this small lot offering.

"Planted back in 1998, the fruit from this block of land has always expressed a floral, fine, and elegant note," Mission Hill's chief winemaker Darryl Brooker remarks. "This block was then paired with some fruit from our East Kelowna vineyard, across the lake from the winery. This particular pocket of land has consistently presented us with wine showing good structure and tannin, which is essential for ageability, making it the perfect marriage in this Pinot Noir."

"We hand-selected only the top one percent (1%) of our estate fruit from these two vineyards," says Brooker. "This wine is unfiltered, unfinned, and wild fermented," – a very natural approach to winemaking with this delicate Pinot Noir, considered to be one of the most difficult wines to make and known as *"the heartbreak grape"*. Ultimately this meticulous process means the vintage is very limited in quantity with **only 13 barrels produced**.

Brooker is equally excited for the 2016 vintage, which is still in barrel. **Currently, Mission Hill's Privilege members have exclusive access to pre-purchase this rare wine before its release.** To purchase the 2016 vintage of this award-winning wine or to join Privilege Membership, please contact the winery at 250-707-2277 or email membership@missionhillwinery.com.



Read more: Decanter. “Best Canadian Red” *Decanter World Wine Awards* 2017 July 5: 80. Print.

View the award online:

<http://www.missionhillwinery.com/media/48291/DWWA%20Mission%20Hill.pdf>

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About Mission Hill Family Estate

Since 1981 Mission Hill Family Estate has pioneered British Columbia’s Okanagan Valley as a premium wine making region. Founded by Proprietor Anthony von Mandl, O.C., O.B.C., the iconic family-owned winery is known for its international award-winning wines and dramatic architecture including a 12 storey bell tower and cellars blasted into volcanic rock, set against a backdrop of majestic mountains, scenic lakes and the geometric beauty of the vineyards that define the valley. In 1994, Mission Hill won ‘Top Chardonnay in the World’ at the International Wine and Spirit Competition in London. A six-year transformation of Mission Hill Winery was completed in 2002 under the watchful eye of a dedicated team of international architects and designers led by Seattle-based Tom Kundig, who shared von Mandl’s vision to create a landmark winery that will last for generations. *Condé Nast Traveler* has described Mission Hill as ‘*The Gold Standard of Wineries*’. For more information visit missionhillwinery.com; Twitter [@MissionHillWine](https://twitter.com/MissionHillWine), Instagram [@MissionHillWinery](https://www.instagram.com/MissionHillWinery) and Facebook [Facebook.com/MissionHillWine](https://www.facebook.com/MissionHillWine)

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Fritzi's Vineyard along Mission Hill Road, overlooking Lake Okanagan