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THE STORY OF THE I4C

Summer 2009: A handful of winemakers lounged in lawn chairs around a summer fire celebrating the success of one of their own. They gathered to raise a toast to the Canadian wine that had just triumphed at the 2009 Cellier Wine Awards in Montreal. In Canada's own version of Bottle Shock – a Niagara wine won the prestigious award, surpassing Burgundian and California Chardonnays in a blind taste test. (The wine: Claystone Terrace Chardonnay 2005 from Le Clos Jordanne.)

The significance of this win wasn't lost on those celebrating, and the wheels were turning as the glasses were swirling. These winemakers have long believed that Chardonnay – one of the most widely cultivated varieties in Ontario – is deserving of a renaissance... It's resilient and refined. It can be steely or floral, complex or focused. It expresses terroir better than any other grape we grow. And when Chardonnay is complemented with a bit of cool - cool by altitude, by latitude, by marine influence or by climatic conditions – and can create magical wines that can easily refute the already waning "ABC – Anything but Chardonnay" movement.

The outcome of that impromptu backyard celebration is a much bigger one – the International Cool Climate Chardonnay Celebration (the "i4c"). Twenty-eight Ontario wineries started the not-for-profit group in April 2010, devoted to reinstating the dignity of Chardonnay. Over the past three years, this group has invited premium cool climate Chardonnay producers from across the globe to join the cause, presenting some of the finest examples of cool climate Chardonnay in the world at the annual event. In this short time, the i4c has created a home for excellence in Chardonnay – a casual but in-depth weekend celebration of wine, food and learning, with an eye to reinvigorating a seriously cool wine.

**It's time for Chardonnay to return to centre stage.
 It's time for the re-birth of Cool...**

QUICK FACTS ABOUT THE I4C:

- The i4c is not a competition, rather it is a celebration of this exceptional varietal.
- The i4c mandate states that a minimum of 50% of the annual participants are from outside of Ontario to ensure a true exploration of the nuances of cool climate Chardonnay.
- The dates for the 2013 event are July 19-21
- Approximately 2000 guests are anticipated for the 2013 event
- The 3-day Celebration is held at various winery and vineyard locations across Niagara. The 2013 Opening Ceremonies and Kick-off event will be held at Trius Winery at Hillebrand, and the i4c Signature Event – The Cool Chardonnay World Tour – is hosted by the Vineland Research & Innovation Centre.
- A technical session will be hosted at Brock University for winemakers, viticulturalists, media and interested guests. "Global Perspectives on Chardonnay" will explore growing, winemaking and marketing brands in multiple countries and will be hosted by Steven Spurrier. Confirmed panellists include Marimar Torres (Torres), Thomas Bachelder (Bachelder), Francois Morissette (Pearl Morissette).
- * The "i4c" is:
 i – International
 4 c's – cool, climate, chardonnay, celebration

In only 2 years, the i4c has already witnessed a "rebirth of cool":

- The i4c has welcomed internationally renowned keynote speakers Matt Kramer (Wine Spectator) – 2011. Stephen Brook (Decanter) – 2012 and Steven Spurrier (Decanter) - 2013
- The i4c has welcomed over 50 of the top cool climate chardonnay producers from around the world in the past 2 years (David Ramey (Cal, USA), Chateau de Meursault, Champagne Ayala, Kumeu River (NZ), Pyramid Valley (NZ), Ataraxia (RSA), Flowers (Cal, USA) Catena Zapata) etc.
- This event earned over 25 million media impressions in 2 years including coverage in Decanter, Wine Spectator, La Revue du Vins de France, and numerous renowned Canadian wine and lifestyle publications





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TESTIMONIALS

“The key word is Celebration. We gathered to celebrate some great cool- climate wines and to explore what made them distinctive, but we also enjoyed those wines with top international winemakers alongside great food in a delightfully informal atmosphere. The perfect blend of sophisticated appreciation and unsophisticated fun.”
 Stephen Brook, when asked about his visit to i4c.

“It was a spectacular event, the best industry and consumer tasting to be held in Ontario thus far. I’m already looking forward to next year.”
JOHN SZABO, JULY 2012

“I4C was a resounding success, all the events beautifully organized with the enthusiastic support of all the participating wineries, both local and international. I think it augurs well for the future of this event as its reputation spreads among the wine world. It certainly deserves to.”
TONY ASPLER, JULY 2012

“So when it all comes together, cool climate, great dirt and savvy hand, the results are sensational. And there’s no world monopoly – dozens of regions, Ontario included, are making fine chardonnay in the key of cool. If you missed this year’s i4c, be sure to sign up next year (scheduled for July 19-21, 2013). Because if you think you know chardonnay, it’s time to drink again.”
JOHN SZABO, JULY 2012

FOUNDING MEMBER WINERIES

- 13TH STREET WINERY
- ANGELS GATE WINERY
- BACHELDER NIAGARA
- CAVE SPRING CELLARS
- CLOSSON CHASE VINEYARDS
- COYOTE’S RUN ESTATE WINERY
- FLAT ROCK CELLARS
- HENRY OF PELHAM ESTATE WINERY
- HIDDEN BENCH VINEYARDS & WINERY
- HUFF ESTATES

- INNISKILLIN WINES
- JACKSON TRIGGS
- LAILEY VINEYARD WINES
- LE CLOS JORDANNE
- MALIVOIRE WINE COMPANY
- NIAGARA COLLEGE TEACHING WINERY
- NORMAN HARDIE WINES
- PEARL MORISSETTE ESTATE WINERY
- PELLER ESTATES
- PILLITTERI ESTATES WINERY

- PONDVIEW ESTATE WINERY
- RAVINE VINEYARDS
- REIF ESTATE WINERY
- ROSEHALL RUN VINEYARDS*
- ROSEWOOD ESTATE WINERY*
- SOUTHBROOK VINEYARDS
- STRATUS VINEYARDS
- TAWSE WINERY
- TRIOUS WINERY AT HILLEBRAND
- VINELAND ESTATES WINERY

* Not pouring at the 2013 Celebration

“I Became Convinced that Ontario is the World’s Least-Known Great Wine Zone. This past June I was in Ontario because I was asked to be a speaker at a conference on cool-climate Chardonnays. It was my third trip to Ontario, which, for a West Coast boy is a long ways away, and I was reminded yet again of how extraordinary Ontario wines can be. I was also reminded of how largely unknown these wines are to the larger world.”
MATT KRAMER, “WHAT I LEARNED THIS YEAR”, WINE SPECTATOR

“It’s like discovering that Chablis has a long-lost brother who emigrated to Canada and was never heard of again until now...laser-etched with acidity, minerality and the sort of originality that we all once thought only Burgundy could deliver.”
MATT KRAMER, “MY WINES OF THE YEAR”, WINE SPECTATOR

REFERENCING 2008 NORMAN HARDIE PEC CHARDONNAY

“Cool temperatures lure a North Texan to a weekend in Canada’s wine country... I rarely associate our northern neighbor with great wine or gourmet food. My recent sojourn there would turn those misconceptions “sideways”That’s what a long weekend in Ontario’s wine country will do for you: It so pleasantly affirms Canada’s devotion to the farm-to-fork freshness of its food, and the from-the-vine authenticity of its wine.”
ANDREW MARTON, FORT-WORTH STAR-TELEGRAM





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THE PEOPLE BEHIND THE COOL

The i4c is fuelled by a dedicated Board of Directors:

- Chairman** – Harald Thiel (Hidden Bench)
- Vice-Chairman, Marketing** – Stephen Gash (Malivoire)
- Vice-Chairman, Winery Relations** – Thomas Bachelder (Bachelder)
- Director, Event & Educational Programme** – Ron Giesbrecht (Henry of Pelham)
- Director, Event & Educational Programme** – Peter Bodnar Rod (13th Street)
- Director, Marketing & Public Relations** - Del Rollo (Jackson Triggs, Inniskillin, Le Clos Jordanne)

- Director, Marketing & Public Relations** – Suzanne Janke (Stratus Vineyard)
- Director, Partnerships** – Jeff Aubry (Coyote’s Run Estate Winery)
- Director, Wine Council of Ontario** – Magdalena Kaiser-Smit
- Director, Grape Growers of Ontario** – Martin Schuele

Dorian Andrewes (Dorian Andrewes & Associates) has acted as Event Manager since the event’s inception in 2010.

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