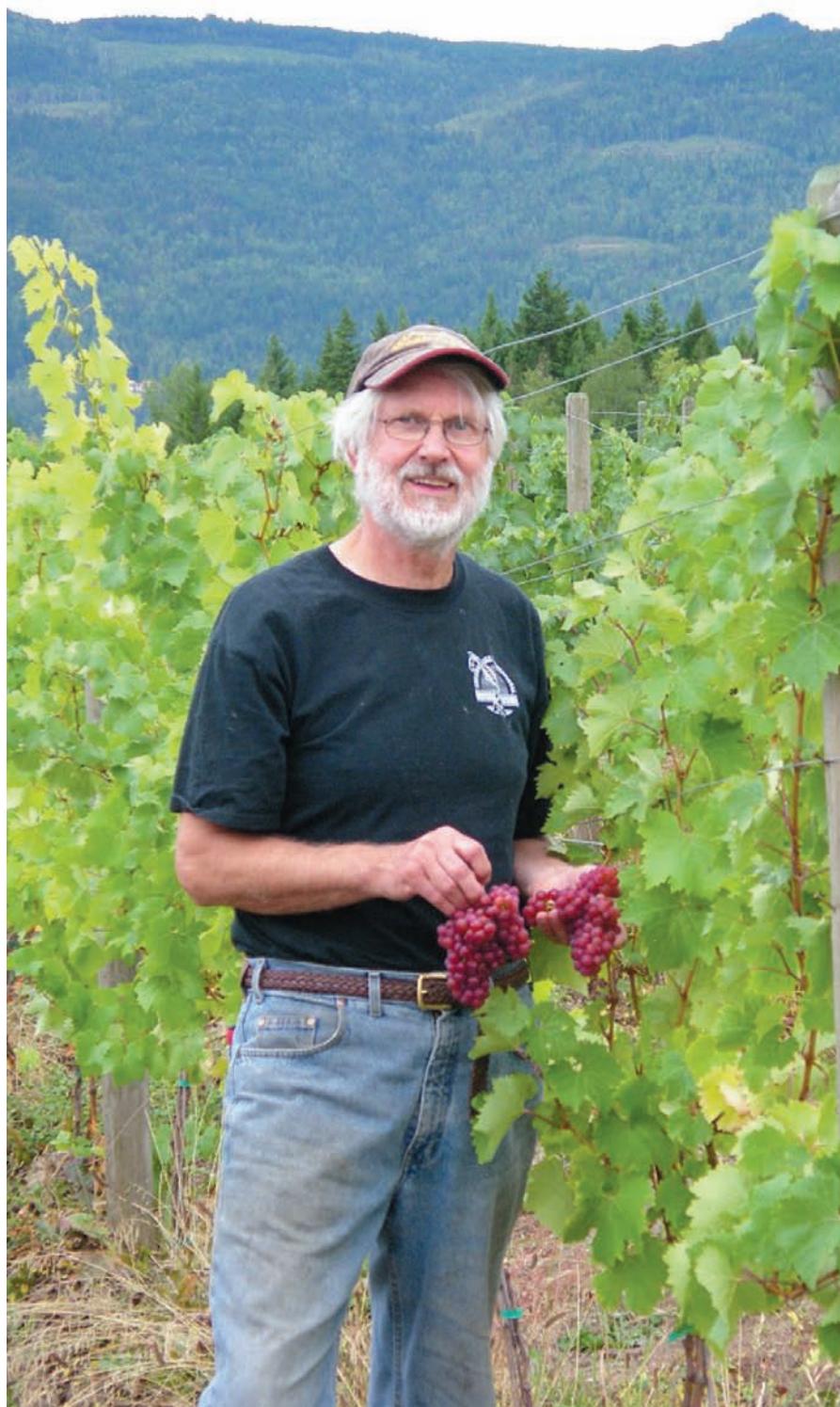


“Wine Business Monthly is one of my nighttime reading resources. As a result, your publication has become very useful. I recently purchased a power post driver (reviewed last summer); an electric pruner (February 2011 edition); and now I am reading the articles and advertisements on accounting and point-of-sale systems in the most recent edition.

From Wine Business Monthly I have not only learned about winemaking products and processes, but also about the whole spectrum of the industry – from grape planting to marketing. I have benefitted from a review on trellis systems (the time it takes per acre for staff to hang catch wires); and, the list goes on.

For me, Wine Business Monthly – reviews, columns, articles and advertisements – is informative and useful.”



WINERY NAME AND LOCATION: Celistra Estate Winery is the northernmost grape winery in North America at latitude 50 degrees, 57.454 minutes, to the best of our knowledge. Our vineyard and winery are located on a 160-acre farm with spectacular views overlooking Shuswap Lake, a wonderful summer tourist area in the interior of British Columbia. www.celistawine.com.

ANNUAL CASE PRODUCTION: 1,000

Planted Acres: Our cold-climate varieties of Gewürztraminer, Madelaine Sylvaner, Ortega and Marechal Foch were first planted in 2002. We added one-half acre per year for the next three years. Now that we are confident we can grow these varieties successfully, we are in the process of planting three more acres, making for a total of seven acres. We intend to expand by three acres per year.

CAREER BACKGROUND: My wife, Margaret, and I lived in Yellowknife, Northwest Territories, in Canada's Arctic for many years of our lives – until 2005 when we moved to this warmer climate, 1,000 miles south of Yellowknife. We bought this farm property 10 years earlier, in 1995, with intention of retiring. Between 1995 and 2005 we spent our holiday time developing our property – installing, water wells, hydro, roads, fences, building our house and various other buildings. I had been in the publishing business as owner of newspapers and magazines, and from 1995 to 2004 was a politician as a member of the Legislative Assembly of the Northwest Territories and a Cabinet member as Minister of Education, Culture and Employment. My wife Margaret was an art dealer and owned the largest art gallery in the Canadian North. Now she loves selling wine and taking care of her beloved herd of purebred Icelandic horses.

WHAT HAS BEEN YOUR BIGGEST PROFESSIONAL CHALLENGE?

We had no knowledge, nor understanding, of a vineyard/ winery operation. Hence, we started small and spent from 2002 to 2009 mastering grape growing and vineyard work – and we have become quite adept at this. Each year we sold our grape production to various wineries, but in 2009 we kept our grape crop. With the help of a superb winemaker from the Okanagan region, we produced our first wines and opened our winery on July 2, 2010. We are extremely pleased with the incredible public response to our wines, and over time I hope to master some of the cellar work as well.

VARIETALS THAT WE ARE KNOWN FOR: Definitely Ortega, a wonderful white variety that is a cross between Muller-Thurgau and Siegerrebe, which ripens early and is not sensitive to frost. Our other varieties are also great for this cold-climate region. We were very pleased to have several award-winning wines in our first year.