

Mission Hill Family Estate 2001 Oculus Scores 99 points September 2004 Issue of London's Wine International Magazine

Westbank, B.C. - August 27, 2004: The September 2004 issue of *Wine International*, one of the United Kingdom's leading consumer wine publications and home of the prestigious *International Wine Challenge*, features an assessment of Canada's top producers and their best wines. In it, Mission Hill Family Estate's 2001 Oculus scores 99 points and receives the following write up: *Full-bodied, explosive Bordeaux blend with aromas of blackberry, currant, cedar and smoke. A long, rich finish. Drink 2004-2015.*

Oculus is Mission Hill Family Estate's signature Bordeaux inspired wine. Elegant and complex, it represents the winery's best practices from vineyard regimen to winemaking. Selected estate vineyards are set aside exclusively for this wine. The fruit undergoes extended fermentation and maceration prior to aging in premium new and one year old French oak barrels for up to 16 months. This wine is a blend of 45% Merlot, 35% Cabernet Sauvignon, 15% Cabernet Franc and 5% Petit Verdot. Less than 200 cases remain of this vintage, so proprietor Anthony von Mandl and winemaker John Simes have set a two bottle maximum limit for collectors.

"This is a promising indicator of the Okanagan Valley's potential," says von Mandl. "John Simes and I are honoured, but we also believe this achievement is only the beginning."

The magazine commissioned Canada's Natalie MacLean to conduct the tastings. MacLean is an award-winning sommelier and wine writer. In 2003, she was given the *James Beard Foundation Journalism Award* and the title of *World's Best Drink Writer at the World Food Media Awards* in Australia. This year, *Elle Magazine* named her one of the *Top 30 Power Women* and she is a nominee for the distinguished *Communicator of the Year* at the *International Wine & Spirit Competition* in London.

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For more information, please contact media@missionhillwinery.com.

A high-resolution bottle shot of the 2001 Oculus is available on our FTP site. To download the file, visit: <ftp://markanthony.com/outgoing/2001Oculus.zip>.

