



Serendipity WINERY

The Show Must Go On and BC Wine Will Be There

Serendipity Winery Will Participate As Planned in the 2013 Calgary Stampede

The Calgary Stampede is an amazing story - an event that has come to represent a defining part of Calgary and its people. At its heart it pays homage to the pioneer days that Calgary was founded upon: the Wild West, frontier lands, stories of hard work, unyielding perseverance, entrepreneurial spirit and western hospitality. To embrace this spirit, the Stampede hand-selected 10 wines, each with a story that connects to and celebrates a part of the Stampede experience.

The organizers of the Stampede believe that it is their mandate to celebrate great Canadians. Judy Kingston, a winemaker from the Naramata Bench in the Okanagan Valley, is one of those worthy of celebrating. Her extraordinary story of overcoming adversity (recovering after a bad car accident), boldly embracing an entrepreneurial spirit and tirelessly toiling the land, has led to the creation of her award-winning featured red blend, Devil's Advocate. Soft notes of pepper, a hint of black cherry, red licorice, leather and vanilla characterize this blend. As written on the bottle (and co-incidentally very Stampede-centric): "if you climb in the saddle, be ready for the ride".

The only Canadian winemaker in the "10 Great Days, 10 Great Wines, 10 Great Stories" showcase, Judy will spend time at ranahans as well as the Wine Garden, as part of the Stampede's winemaker series, where she will speak directly to the guests about Devil's Advocate, White Lie (a refreshing white blend with notes of white chocolate, pear, cantaloupe, lemon and grapefruit), as well as her focused selection of Okanagan wines.

Judy's schedule for public tastings are as follows:

Wine Garden – July 6, 8, 12 and 13 from 3:30 - 9:00pm

ranahans – July 7

In order to help the great people of Calgary, Serendipity Winery will be donating the summer proceeds from their tasting room directly to the Alberta Floods Fund set up by the Red Cross. For more information on the Red Cross and their online relief efforts, please visit redcross.ca.



In Short

Naramata, BC - "The Greatest Outdoor Show On Earth Will Go On" and "Come Hell or High Water" - this is what the posters, t-shirts and memes making their way around the internet reveal about the spirit of The Stampede City. These sentiments are a true testament to the tenacity of the people of Calgary, who have been so hard-hit by devastating circumstances. As the flood waters recede, planning for the 101st Calgary Stampede continues unabated. For the first time, Naramata's Serendipity Winery's Devil's Advocate red blend will be featured as part of its "10 Great Days, 10 Great Wines, 10 Great Stories" Premium Seating wine showcase at ranahans, 30X Saloon, The Lazy S and the Stampede's 28 luxury Infield Suites.

The Calgary Stampede runs from July 5-14 and up-to-date information along with ways to support the Southern Alberta flood relief can be found at calgarystampede.com.

About Serendipity Winery

Serendipity Winery, nestled in the heart of the Naramata Bench in the Okanagan Valley, BC, is owned by Judy Kingston and assisted by second-in-command Katie O'Kell, vineyard manager Craig McKenzie and wine shop manager June Stewart.

An adventure began in the fall of 2005 when Judy embarked on a holiday wine tour of the Okanagan with a view to finding a retirement property in the south Okanagan. Instead, she found an old apple and cherry orchard in Naramata. This was the first Serendipity "aha" moment, as she set out to convert the orchard to a vineyard with the goal of establishing a new boutique winery.

Beginning in the spring of 2006, the property was completely re-landscaped to provide the optimum slope and orientation for the new vineyard. Judy selected the wine varietals for planting to match the micro climate and four distinct soil types on the property. In the spring of 2007, she planted eight acres of vines, with Syrah and Merlot as the main reds, and Viognier and Sauvignon Blanc as the whites. Subsequently she has added to the vineyard with additional plantings of Syrah, Cabernet Franc, Pinot Noir and 'a little Malbec for blending'.

The first harvest was in 2009, and was of exceptional quality. It was a tribute to the many hours of hard work and dedication that Judy put into the vineyard, and her goal of producing quality over quantity. To add complexity and diversity to the wines, additional grapes have been purchased from local Okanagan growers who share the same commitment to quality.

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