



# Pelee Girls care

Buy LOCAL  
Share LOCAL



10% of the sales proceeds from this wine will be donated to the Ontario Association of Foodbanks

## Pelee Island is...

**Unique**  
Pelee Island Winery holds a unique position within the VQA designation as it is the only winery with its own appellation. This designation reflects the microclimate that is Pelee Island. Pelee Island Winery is committed to maintaining, preserving and protecting the Island's natural habitat. This commitment can be seen through our branding representing the Island natural flora and fauna.

**Experience**  
Pelee Island Winery has had the good fortune to have the combined talents of Martin Janz, winemaker and Bruno Friesen, viticulturist. Their combined talents and skills have allowed Pelee Island Winery to deliver consistency, quality and value to our customers worldwide.

**Versatile**  
Pelee Island Winery carries over 30 different products and constantly strives to create new and interesting products each year. Our extensive profile offers many choices that compliment any occasion from a light sipping white on a hot summer day to a big full bodied red for a meat stew on a cold night.

## News from the Cellar 2009

# "The Story of the SHOE" and how we've stepped up to the plate

In recent past Pelee Island Winery has supported many local causes. This year we've decided to take a different Ontario wide approach and selected the **Ontario Association of Food Banks as our Charity of Choice.**

*When it came to designing a label for these two wines our first notion was of course to go with our trademark "birds & butterflies". But our designer had other plans. This was her chance to finally "go crazy" and come up with a completely different look for these special wines. She didn't stop there. You may ask what's with the name "Pelee Girl"? Well, o.k. she probably got a little carried away there, but she loved the shoe so much, she called it "Pelee Girl". If you take a closer look at the label you can actually see the name on the bottom of the shoe.*

The real story of course is that every month, over 320,000 Ontarians are served by food banks, and 40% are children. Buy Local, Share Local is a campaign in support of our neighbours, our local producers, our environment, and our economy. We hope that you will join us in the fight against hunger. **10%** of the sales proceeds from this wine will be donated to the **Ontario Association of Foodbanks.**

Chardonnay VQA #216044 \$12.95\* Cabernet Merlot VQA # 435321 \$12.95\*

# Meet One of our newest Additions Monarch



Sauvignon Blanc # 621193 \$8.95\*



Foch Baco Zweigelt VQA #107763

Released at the beginning of 2009 our new Monarch red has turned out to be quite a success story with our customers. It is a fun and lively red wine with ripe and jammy fruit flavours. A great wine with grilled meats and flavour full cheeses. Priced at \$9.95\* and a sugar code of 1 this is a product that will appeal to many customers. Well worth a try!

\* prices include bottle deposit

