

New name and label combine with great wine

With a little of Bernie Hadley-Beauregard's marketing magic and a trip back in time to the late 1800's, historical Summerland's hidden past was dug up and Scherzinger Vineyards found its new identity. From what I gather, the story goes that a young Chinese CP Rail worker ran away from the railway construction project and started Summerland's first laundry business, which later fronted

for a gambling den and bordello. Cher and Ron Watkins were inspired by his "entrepreneurial" story and Scherzinger was re-born and re-branded into Dirty Laundry Vineyard.

Dirty Laundry Vineyard had a successful first vintage! They won over the crowd at the 21st annual People's Choice Awards during the Okanagan Fall Wine Festival and took home the first place award for

the best Chardonnay (2004 vintage), and the second place award in the Gewurztraminer category for their 2004 Gewurztraminer – Madam's Vines

The judges of the Okanagan Fall Wine Festival were fans of their 2004 Thread Bare Vines and awarded it a bronze medal. Their new label was also a hit, taking home a gold medal at the Annual B.C. Wine Label Awards

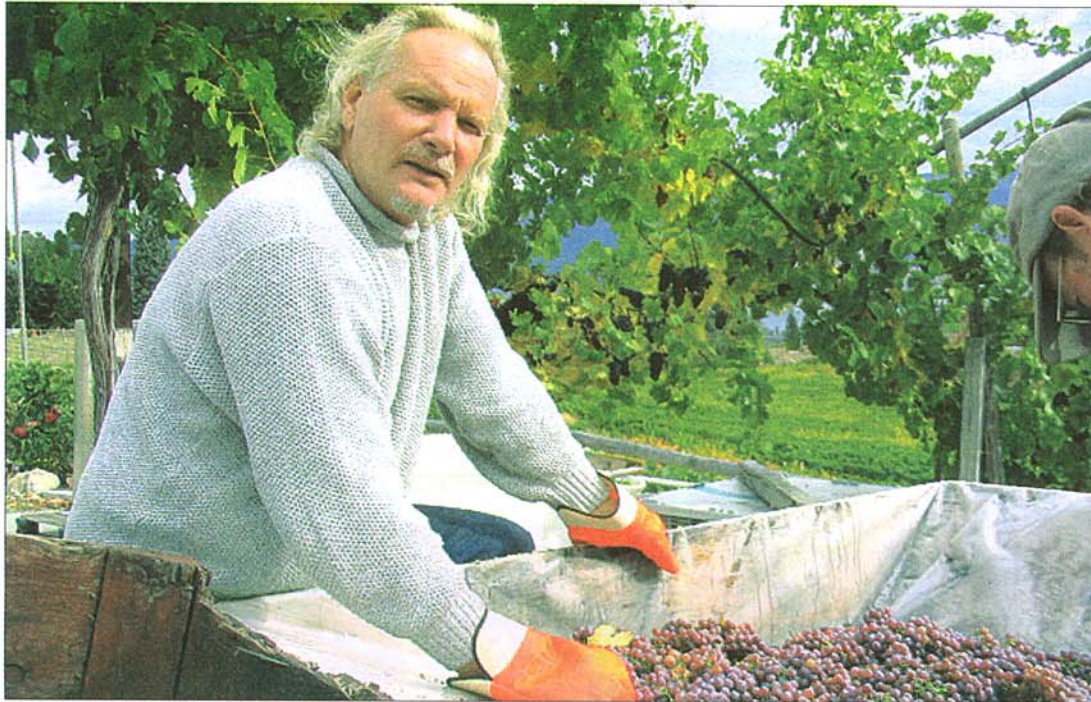
– Domestic Wine Label category.

Dirty Laundry Vineyard enjoyed a very busy summer season. So busy, in fact, that they sold out of all of their wine before the end of the Fall Festival! Cher and Ron released their 2003 Pinot Noir this fall for those customers that made the trip to the winery. I was lucky to be one of those that visited their beautiful property to taste this great little Pinot Noir. It's more

Burgundian in style, with delicate but bright cherry fruit characteristics, a hint of mocha spice, and toasty French oak. Price: \$22.90

If you'd like to enjoy Dirty Laundry's 2003 Pinot Noir this holiday season, log onto their website at www.dirtylaundry.ca or call (250) 494- 8815 and Cher will be more than happy to ship it to you.

D.G.



Ron Watkins, co-owner of Dirty Laundry, crushing grapes at harvest time.



Dirty Laundry
VINEYARD

THANK YOU FOR A GREAT SEASON!

Looking forward to seeing you again when
our wineshop re-opens next spring!

494-8815

7311 Fiske St., Summerland
www.dirtylaundry.ca