



Media Kit



ABOUT

Located in Niagara-On-The-Lake, Ontario, the Ice House Winery is unique in crafting only Icewine to master this climate-dependent art. Founded in May of 2005, our winery is owned by winemaker Jamie Macfarlane and his wife Karen King, a sensory specialist.

The story of our name is steeped in century-old Newfoundland family history. Jamie remembers the story of how every winter food would be stored in a building on their property known as the ice house until the last week of a Newfoundland summer. This small ice box, symbol of tenacity and tradition, is depicted on a painting inside the winery today and was the inspiration for the name of The Ice House Winery.

With more than 30 years experience our “Wizard of Icewine” has been the recipient of 3 International Monde Selection Grand Gold Medals for his exceptional Northern Ice Premium Icewine. Compared to sweeter styles, Macfarlane’s “toasting Icewine” has a crisper, more balanced style.

In 2010, we were chosen at the Golden Globes Oh Canada event as Canada’s Premium Gift. The next year, The Big Decision’s Jim Treiving expressed an interest in investing in our win-ery. The most recent addition to our family was our life-sized polar bear sculpture Polaris. Said to bring good luck, this symbol of our proud Canadian heritage will share his name with our upcoming Icewine spirit.

Visitors can tour our 19th-century peach-packing barn refurbished with fermentation tanks and become an Icewine Expert while learning the magic of its creation. Our famously refreshing N’Ice Slushies is a must on any tour of the Niagara Wine country.



BACKGROUND

The Ice House Winery: Niagara-On-The-Lake-Region, Niagara River

Founded: May 2005

Winery Site: Refurbished 19th-century peach-packing barn

Winemaker: Jamie Macfarlane

Vintners Quality Alliance Appellation:

Ontario Appellation: Niagara Peninsula

Regional: Niagara-On-The-Lake

Sub-Appellation: Niagara River

Vineyards:

-Rootstock and scion graph

-Leaf petiole and blade and Shoot growth

-Vertical Shoot Positioning (VSP) canopy management: more sun exposure and easier quality management

Soils: Naturally occurring draining due to stratified fine sands

Climate: High shifts in day to night temperature offer a high complexity of flavors in the grapes. Convective currents from fast flowing rivers moderate temperatures. Cooler air is then drawn into the gorge and pulls warm air from above

Grape Varieties:

-Vidal blanc cross of ugni blanc (Trebiano) x. Seibel 4986

-Cabernet Sauvignon vitis Vinifera

-Riesling vitis Vinifera

Production

Tanks: State-of-the-art Stainless Steel

Awards:

2008 Grand Gold Monde Selection: Cabernet Sauvignon Icewine, Vintage 2006.

2008 Grand Gold Monde Selection: Vintner's Reserve Vidal Blanc Icewine, Vintage 2005.

2007 Grand Gold Monde Selection: Northern Ice™ Vidal Blanc First Vintage, 2005

Availability: Visit the Ice House or purchase online at <http://shop.theicehouse.ca/>

Visiting the Winery

Tours: Open daily from 10:30am – 7pm from July 1st to November 1st. Book online: <https://admin2.vinovisit.com/widget/search?wineryID=2165>, call Karen King at 1.855.331.6161 or by email at karen@theicehouse.ca

Tastings: Options include Group Taste & Learn Packages. Drop ins are welcome to enjoy our Icewine Sampling and Become Icewine Experts

Media Contact:

Tiala Arsenault, Information at The Ice House info@theicehouse.ca



FACT SHEET

Founded in May of 2005, the Ice House is the vision of award-winning winemaker Jamie Macfarlane whose “toasting style” of Icewine comes from more than 30 years experience.

Our mission

To create the highest quality Icewine in the world and share the magic of making and serving Canadian Icewine in unique ways.

Highlights

Visit the winery to try our famous N’Ice Slushies. Become an Icewine Expert while sampling Premium Icewine with food pairings and Icewine Cocktails.

Hours of Operation

Spring: May and June

11:00am – 6:00 pm

Summer: July 1– October 31

10:30am – 7pm

Winter: November 1 -April 30

11am – 5pm

Products

- The Ice House Slushies
- Northern Ice Vidal Blanc Icewine
- Northern Ice Cabernet Sauvignon Icewine
- Northern Ice Riesling White Icewine

Awards

-2008 Grand Gold Monde Selection: Cabernet Sauvignon Icewine, Vintage 2006

-2008 Grand Gold Monde Selection: Vintner’s Reserve Vidal Blanc Icewine, Vintage 2005

-2007 Grand Gold Monde Selection: Northern Ice™ Vidal Blanc First Vintage, 2005

Contact

14774 Niagara Parkway, Niagara-On-The-Lake, ON Canada L0S 1J0

Phone: 1.855.331.6161

Email: info@TheIceHouse.ca



BOILERPLATE

The Ice House is the only winery exclusively dedicated to producing Icewine in the township of Niagara-On-The-Lake. Their Northern Ice brand is a crisper “toasting style” of Premium Icewine. Winemaker Jamie Macfarlane and his business partner and wife Karen King invite you to share in the magic of making and serving Canadian VQA Icewine in unique ways.



BIOGRAPHY



Our wine experience is most enhanced by whom we drink it with, where and how we choose to serve it. Winemaker and CEO Jamie Macfarlane’s vision for the Ice House Winery is to create and maintain the highest quality Icewine in the world. His Northern Ice brand of crisp, balanced and complex Icewine receiving 3 Monde Selection Grand Gold Awards has been the tip of the iceberg. Backed by his early training in

France, Mr. Macfarlane’s three decades of senior management in the wine, spirit and beverage industry provides ongoing knowledge of new product development, product maintenance, quality assurance, and production. Previous winemaking experience includes T.G. Bright and Co ltd. (Currently Vincor Wines), Kittling Ridge Wines and Spirits as well as Andres Wines Ltd. Where he was Director of Oenology. He remains a Board Member of Vintners Quality Alliance (VQA). Mr. Macfarlane is a graduate of Trinity College School as well as Queen’s University where he received his B.A in Biology. Jamie Macfarlane is the “last man standing” of the team who produced the first commercial Icewine and is known as The Wizard of Icewine in Niagara. Commenting on his objectives for the Ice House, Mr. Macfarlane says: “I want people to taste Northern Ice and be blown away by its complexity, intensity and long lasting, balanced flavour.”

BIOGRAPHY



Karen King has applied her business coaching and sensory expertise to The Ice House Winery to support Jamie's expertise as a master winemaker. Karen's unique Optimization Process for building valued products and business environments integrates the discipline of science along with the understanding of motivational insights. King is a McGill Education and Food Science graduate as well a Coach U veteran.

As co-owners of The Ice House Winery, Karen and Jamie utilize their **Product Optimization Process** to create world class Icewine. As a Business Coach, Karen provides business executives with leadership processes to optimize

a company's culture with [Cobblestone Human Capital](#). As a Sensory Expert, Karen King provides sensory profiles and research consultancy to help packaged goods companies discover the sensory, emotional and functional drivers within their category. With a background in teaching and food science, Karen enjoys sharing her entertaining tips.

2012 Northern Ice Cabernet Sauvignon Red Icewine

\$59.00

Grape Variety: 95% Cabernet Sauvignon, 5% Dornfelder. 11.5 % alcohol.
Serve chilled 10 °C/ 50 °F

*Inviting cherry and raspberry aromatics
Early sweet red cherry and tart plum notes
mellow out to deliver a fine port quality
Long, sumptuous black currant, blackberry and
fig finish.*

This is an Icewine to sip and savour. Slowly.

Winemaker Jamie Macfarlane's comments:

“Dornfelder is a grape of German origin, a cross created in 1955, and is the second most planted red in Germany behind Pinot Noir. Its dark skin gave this Big Red Icewine a brilliant ruby red colour and added lower toned fruit notes of plum and fig to the Cabernet's red cherry and raspberry notes. One of my favourite blends.

Food Pairing:

Dark chocolate, but something this rare is best to serve when your palate is eager at the beginning of the evening. The lower toned complex red fruit gives rise to a mellow, laid back mood and it plays well with appetizers that have complex textures and provide a range of interesting aromatics.

Try sliced crisp pears topped with luscious creamy goat cheese and crispy pancetta to provide a perfect marriage for this Big Red Icewine flavour



2012 Northern Ice Vidal White Icewine

\$69.00

Ripe peach, apricot top note and its clean, crisp finish. Time has intensified and lengthened its overall flavour delivery with a distinctive pear note. This Icewine launched Jamie into the international big leagues with his “toasting” style Ice wine. Crisp. Intense flavours. Complex. Clean.

Winemaker Jamie Macfarlane:

“Research told us some people were not dessert wine fans and Icewine was too sweet. My challenge was to create a new toasting style of Icewine that enhances the big flavours of spicy tapas and other complex foods from around the world. After winning a Grand Gold at Monde Selection with my first vintage and a Gold with this 2006, I am thrilled with how our Vidal Icewine provides the crisp, fruity complexity and power to stand up to exotic, spicy”

Food Pairing:

The trick is to pair Northern Ice Vidal’s balanced sweet and crisp, acidic notes with salty and/or spicy notes, topped off with a creamy, dairy butter or cheese note



2013 Northern Ice Riesling White Icewine

\$69.00

*Bursting with ripe pear, mango, and papaya
Crisply balanced with lemon, orange
aromatics Silky-smooth mouthfeel with a
creme brulee sweetness
A late tangerine note provides a real treat*

Winemaker Jamie Macfarlane:

"Naturally frozen Riesling grapes were hand harvested from Niagara-on-the-Lake vineyards at -15C. The grapes are pressed frozen, releasing only one drop of pure extract from each grape. The fermentation is performed at a cool temperature to retain fruit concentration then aged in stainless steel. Riesling grapes provide a lower volume, but this specialty icewine is well worth the effort."

Food Pairing:

Flavourful appetizers that call out for a balance of sweetness and citrus notes.

