



# LE VIEUX PIN

## **Le Vieux Pin's 2009 Equinoxe Syrah steals the show at the Judgement of Montreal**

*Oliver winery leads the world against exceptional European winemakers*

Oliver, BC (October 11, 2012): Its official; the world's best syrah-based wine hails from our own backyard – Le Vieux Pin, just outside Oliver in the South Okanagan – according to an esteemed panel during yesterday's [Judgement of Montreal](#) *Soirée des Connaisseurs 2012 - Syrah vs Syrah*.

Clinching the top spot on a list which features some of the world's most celebrated winemakers from California and France's Rhone Valley, Le Vieux Pin's Equinoxe Syrah 2009 shone during the second edition of this fierce competition, which pits old world and new world wines against each other in a blind taste test.

The event is inspired by the most famous wine tasting in history: the Judgement of Paris in 1976, immortalized in the movie *Bottle Shock*, where US wines faced critique against those of the Old World. In striking similarity to the outcome of the 1976 Judgement (where the 1973 Chateau Montelena Chardonnay won out against French peers), a small producing, boutique BC winery scooped the prestigious top spot in yesterday's Judgement.

Judges claimed that Le Vieux Pin's Equinoxe Syrah 2009 was truly characteristic of an Old World wine, with a nose remarkably similar to wines of the Rhone Valley with pepper, violet and blackcurrant, while keeping a well balanced, floral nature with minimal sugar content.

Rasoul Salehi, general manager at [Le Vieux Pin](#) and sister winery [LaStella](#), said: "To even be included within a top ten list, surrounded by some of the wineries that I have personally been inspired by, is a dream come true. The competition was unparalleled and we are both honoured and humbled to receive this recognition."

### **The 10 best wines : Judgment of Montreal 2012 Syrah vs Syrah:**

- 1 - Equinoxe Okanagan Syrah 2009, Le Vieux Pin, Canada: \$89
- 2 - Syrah Paso Robles 2009, Austin Hope, California: \$46
- 3 - Purple Rose Côte-Rôtie 2010, Pierre Gaillard, France: \$118
- 4 - Cornas 2008, Graillet Maxime, France: \$58
- 5 - Country D'Oc Syrah 2011, Camplazens Castle, France: \$16.95
- 6 - 'Nardo' IGT Toscana 2008, Montepeloso: \$140
- 7 - St. Joseph Serines 2009, Yves Cuilleron, France: \$66.60
- 8 - Côte-Rôtie Dark Lands 2009, Yves Cuilleron, France: \$105.20
- 9 - Syrah 2009 IGT Toscana, Villa Pillo, Italy: \$30
- 10 - Crozes-Hermitage Cuvée Gaby 2010, Domaine du Colombier, France: \$38.15



**Limited quantities of Le Vieux Pin 2009 Equinoxe Syrah are available directly from the winery.** To request an allocation or for detailed technical sheets, email: [info@levieuxpin.ca](mailto:info@levieuxpin.ca). Visit [www.levieuxpin.com](http://www.levieuxpin.com) for details of Le Vieux Pin's Wine Society and Petite Wine Club.

**About Le Vieux Pin Winery:**

With first vintage released in 2005, Le Vieux Pin is named after the majestic old pine tree in their Oliver vineyard. The wines capture the essence of French winemaking tradition, but with the fruit and character of the New World. Le Vieux Pin is dedicated to making wines that are elegant and focused, with great intensity of fruit. Along with their sister winery, LaStella, they have upwards of 50 acres of prime vineyards in Oliver's Golden Mile and Black Sage Bench, as well as the Osoyoos Lake district. In their commitment to excellence, Le Vieux Pin practises low input viticulture and sustainable farming, employing deficit irrigation to achieve very low yields and complex, concentrated flavours in their grapes. These fine wines can be purchased in many restaurants and private wine shops in British Columbia and the rest of Canada, Los Angeles, Asia, and Europe. For more information about Le Vieux Pin, call [250-498-8388](tel:250-498-8388) or visit the website at [www.levieuxpin.ca](http://www.levieuxpin.ca).

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