

News Release
FOR IMMEDIATE RELEASE

Benjamin Bridge hits another winner with TAURUS

Thursday, April 2, 2009 (Gaspereau Valley, Nova Scotia) – Benjamin Bridge introduced its first, limited edition red wine, TAURUS, at a sold-out 5 course dinner, hosted by Mark Dewolf's By The Glass wine club at Halifax restaurant ONYX last Thursday evening. Judging by the response that evening and the first weekend of sales, TAURUS is headed for collectible status, receiving an enthusiastic initial response from consumers like the winery's inaugural wine, NOVA 7. Ron Crooks, Manager of the NSLC's Port of Wines described the reaction by saying *"... an awful lot of people have heard about it already and are looking for the wine...they missed out on Nova 7 and don't want to miss out on this."*

A robust, highly concentrated red wine, TAURUS displays the characteristic earthy, black fruit notes and lively acidity of Maréchal Foch, a grape grown by virtually every winery in Nova Scotia. *"We think Nova Scotians are going to be surprised by the balance and elegance of the Foch grape in our Taurus"*, said Gerry McConnell, co-owner of Benjamin Bridge. *"In those years when we get the warmth to really mature the fruit, we have a chance to make complex, interesting reds."*

Taurus is the work of Peter Gamble, international wine consultant. According to Gamble, *"We've made a wine that is more European in style. We wanted it to be rich, very concentrated so we reduced the cropping level in the vineyard to intensify the flavours in fewer grapes."* Tony Aspler, one of Canada's foremost wine authorities, and author of the Wine Atlas of Canada, described the wine as: *"dense purple, vanilla, leather and blackberry fruits on the nose; leafy blackberry and blackcurrant flavours with a note of dried rose; firm structure with lively acidity...reminiscent of Teroldego from the Alto Adige. ****"*

McConnell together with partner, Dara Gordon, have been quietly growing grapes in the Gaspereau Valley since the millennium. Their passion is to be known internationally as makers of top end, premium *Méthode Classique* sparkling wines. Since 2002, they have been working with Gamble and renowned French champagne expert, Raphael Brisbois, to develop sparkling wines on the order of *cuvée de prestige* Champagnes from grapes grown in the Benjamin Bridge vineyard. *"These wines are cellared for up to 8 years in order to develop the complexity of flavours expected of great Champagne,"* explains winemaker Jean-Benoit Deslauriers, who joined the winemaking team last year. Benjamin Bridge is planning an initial release of its *Méthode Classique* sparkling wines later this year.

TAURUS 2005 is available in limited quantities at the NSLC's Port of Wines, Bayers Lake and Wolfville stores, and in Halifax at Bishop's Cellar, Premier Wine & Spirits and Vin Art for \$29.95.

Fewer than 30 cases of a limited edition TAURUS RESERVE 2005 from the couple's cellar will be offered at \$39.95 to Benjamin Bridge's Signatures in the coming weeks. To become a 'Signature', go to www.benjaminbridge.com or email wines@benjaminbridge.com. Benjamin Bridge is not presently open to the public. Private tastings by appointment are planned for later in 2009.

A print quality photo of TAURUS is available upon request.

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