



For Immediate Release: Kelowna, British Columbia, Canada  
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## Rolling Stones are “Having a Devil of a Time” In the BC wine Biz with Okanagan Winery....

Kelowna BC -Rock Royalty “The Rolling Stones” partner with Kelowna Winery to produce ‘Sympathy for the Devil’ Icewine.

Jeff and Decoa Harder, of Ex Nihilo Vineyards in Okanagan Center British Columbia, and Martin Erlichman, of Celebrity Cellars from Los Angeles, started talking almost 3 years ago to develop an Icewine with the greatest rock band in the world. It’s hard to tie down the boys for a business meeting,” claims Jeff Harder. But Mick and Co. approved the concept while they were on tour in Belgium last June. The Harder’s formed Celebrity Cellars Canada, an extension to Erlichman’s USA based company Celebrity Cellars. Erlichman, most notably for being long time manager of Barbra Streisand, owns Celebrity Cellars in the USA whose portfolio includes some of the world’s largest celebrities including Madonna, Celine Dion and Kiss.

Ex Nihilo Vineyards is located in Okanagan Center near Kelowna and leases other vineyard properties in the Okanagan Valley. “Besides working with the some of the most famous people in the world, we are working with some of the best growers and wine consultants in the business” Harder notes. *ExNihilo*, a Latin term meaning ‘out of nothing’, will be launching their own Ultra premium brands at select locations this spring. Ex Nihilo Vineyards plans to have a winery tasting room open to the public in the next three years. Future vintage plans also include both a Rolling Stones red and white wine.

Harder has just returned from New York where he attended, with the Band, the premiere of Martin Scorsese’s Rolling Stones Documentary “Shine A Light”, and confirmed a release date of the Limited Edition “Sympathy for the Devil” Icewine by May 1 of this year. Each bottle of the 222 cases of Pinot Noir VQA Icewine will be hand numbered. More information can be found at [www.rollingstonesicewine.com](http://www.rollingstonesicewine.com) or [www.celebritycellarscanada.com](http://www.celebritycellarscanada.com).

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