

Subscribe Today  
 See today's Digital Edition  
 Subscribe to email newsletter

# THE VANCOUVER SUN

**18°C**  
Partly cloudy  
Detailed Forecast

## Inside The Sun

- News
- Letters
- Editorial
- WestCoast News
- Arts & Life
- BusinessBC
- Sports
- Health
- Technology
- Travel
- B.C. Traffic Cams
- 2010 Game Plan
- The Stocks Pages
- Send News Tips
- Subscribe To Our News Feeds
- Sun Columnists
- 30 Day Archive
- Headline Scan
- Newspaper Ads
- Special Sections
- Weekly Sections
  - At Home
  - Cars
  - WestCoast Life
  - Weekend Review
  - WestCoast Homes
  - Travel
  - Working
- Sun Special Features
  - B.C. 150: Celebrating our Diversity
  - Road to 2010 Olympics
  - The Air India Bombing
  - The Pickton Case

## Classifieds

- Marketplace
  - Find a job at working.com
  - Find a car
  - Daily Used Car Specials
  - Find an apartment at househunting.ca
  - Find real estate at homes
  - Find great stuff at shopping
- Announcements
  - Announcements at Celebrating.com
  - Obituaries at Remembering
- General Classifieds
  - Local classifieds
  - Selling? Place an ad
  - Meet a match at Connecting

## Enter our contests

- Local Contests
- National Contests

**THE VANCOUVER SUN**  
SUBSCRIBER rewards

**adbid.ca**  
information...

  
CLICK HERE

**WESTCOAST**  
**Life**  
Submit Listings

## Your Vancouver Sun

- Switch to E-Billing
- Sponsorship Opportunities
- Newspapers In Education
- Subscriber Services
- Subscribe
- Renew subscription
- Update credit card information
- Help
- Send us a news tip
- Advertising
- About us
- Contact us
- Privacy Statement
- Reprints and permissions
- Letters
  - To the editor
  - Site feedback

## Stones lend cool allure to an Okanagan icewine

Ex Nihilo Vineyards to sell Sympathy for the Devil product after reaching deal with iconic band

**Brian Morton, Vancouver Sun; With Canwest News Service**  
Published: Tuesday, April 08, 2008

The Rolling Stones are about to shine a light on B.C.'s wine industry.

Ex Nihilo Vineyards Inc. near Kelowna will begin marketing their limited-edition "Sympathy for the Devil" icewine on May 1 after the company worked out a deal with Mick and the boys to form a licensing partnership.

It's all part of a trend toward celebrities attaching their names to wine products.



**View Larger Image**  
Rolling Stones Keith Richards (from left), Ronnie Wood, Charlie Watts and Mick Jagger have given the thumbs up to Ex Nihilo Vineyards' limited-edition "Sympathy for the Devil" icewine.

Dave Hogan, Getty Images; Photo illustration Vancouver Sun

Font:

Harder refused to say how much The Rolling Stones will make in the licensing agreement, only that "The Rolling Stones do get paid."

"I was also fascinated by their music and their business model. They do a good job at it."

He said bottles will sell for about \$125.

Meanwhile, a new study conducted by research company Nielsen has found that sales of celebrity wines are up nearly 19 per cent in U.S. grocery stores since last year.

"Celebrities are increasingly lending their names to wine and spirits, for a variety of reasons," said Richard Hurst, senior vice-president of beverage alcohol for The Nielsen Company. "While some celebrities have had a long-standing personal affinity for these product categories, others view these products as extensions of their established 'lifestyle brands' and have connected with willing supplier partners to produce and market them. Some suppliers, particularly wine suppliers, do not have the resources to launch big advertising and promotional campaigns and a celebrity can lend a brand-instant recognition. Ideally, the celebrity's reputation also helps reinforce the company's image in the marketplace.

"Several factors are fuelling the growth of celebrity wines," added Hurst. "First, existing brands are expanding and gaining new distribution through new line extensions. Second, more celebrities have launched their own brands in the past year or have had suppliers launch products under their names. As these brands have proven themselves, they've gained distribution in other retail outlets, which has further stimulated growth. And third, savvy marketers leverage the 'celebrity' benefit into expanded marketing programs via in-store vehicles, outdoor events and traditional and online media."

"It's going to add more credibility [to Ex Nihilo]," company owner Jeff Harder said in an interview. "[The Rolling Stones] don't just join anybody. They like our wine and our concept."

Harder said he first got the idea three years ago after attending a Rolling Stones concert in San Francisco.

He was invited to a VIP dinner hosted by the Stones where he linked up with Martin Erlichman -- whose Los Angeles-based Celebrity Cellars links wineries with celebrities, including Madonna, KISS and Celine Dion.

Harder said members of the Stones have tried his icewine, but haven't yet visited his winery. "To get good icewine, you have to come to the Okanagan. [The Rolling Stones] are very familiar with Canadian icewine. [They] tried our wine and gave it two thumbs up."

Harder, who has formed Celebrity Cellars Canada, an extension of Erlichman's company, also leases other vineyard properties in the Okanagan Valley.

The company has future plans to release a Rolling Stones red and white wine.

Harder, who recently returned from New York, where he attended the premiere of Martin Scorsese's Rolling Stones documentary Shine a Light, said each bottle in the 222 cases of their Rolling Stones icewine will be hand-numbered.

**OWN A PIECE OF VANCOUVER HISTORY.**  
SEE IT TODAY. MOVE IN 2010.  
**CLICK HERE TO FIND OUT MORE.**

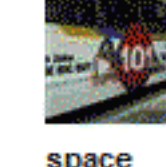
**JAMESON HOUSE**  
Foster and Partners architects and designers

**JAMESONFOSTER.COM 604.339.0707**

## Subscription Deals

Not a subscriber? Click here for special home delivery offers

## Today's Sun

 **Vanoc spends \$40 million to tie up advertising space**

Organizers of the 2010 Games will spend \$40 million buying up every major supply...

[\[ more \]](#)

- BCAA offers members use of private clinics
- B.C. men face drug charges in California
- Luongo the first NHL goaltender in 60 years to be named captain

## More News Stories

## Latest News

- BC Ferries to reduce some runs during fall, winter
- Canadian ski jumper joins women's 2010 Games lawsuit
- Bernier dismisses tell-all book as attempt to settle a score

## More Latest News

**Get the daily headlines emailed to you every morning with the Vancouver Sun newsletter.**

Email Address:

[Our Privacy Statement](#)

Home  Great home delivery subscription deals here!

## Ads by Google

**Thinking of a Wine Tour?**  
Don't Go Before You Review Our List of Over 3000 Vineyards! Take a Look [www.CorkSavvy.com](http://www.CorkSavvy.com)

**BC Wineries & Vineyards**  
Taste award winning wines from BC Discover BC's wine region today!  
[HelloBC.com/WineriesVineyards](http://HelloBC.com/WineriesVineyards)

**Myra-Canyon Ranch**  
bale, bed & breakfast in Kelowna backing onto Myra-Bellevue Park  
[www.MyraCanyon.com](http://www.MyraCanyon.com)

 **ATM wedding gifts?**  
Guests at an Israeli wedding hall...

 **War game dazzlingly realistic**  
One of the most disastrous missions...

 **Get up and dance**  
Olympic speed skater Nathalie ...

# THE VANCOUVER SUN



**18°C**  
Partly cloudy  
Detailed Forecast

The Vancouver Sun

Search for

in The Vancouver Sun

find

Wednesday, October 1, 2008



**Inside The Sun**

- News
- Letters
- Editorial
- WestCoast News
- Arts & Life
- BusinessBC
- Sports
- Health
- Technology
- Travel
- B.C. Traffic Cams
- 2010 Game Plan
- The Stocks Pages
- Send News Tips
- Subscribe To Our News Feeds
- Sun Columnists
- 30 Day Archive
- Headline Scan
- Newspaper Ads
- Special Sections

**Weekly Sections**

- At Home
- Cars
- WestCoast Life
- Weekend Review
- WestCoast Homes
- Travel
- Working

**Sun Special Features**

- B.C. 150: Celebrating our Diversity
- Road to 2010 Olympics
- The Air India Bombing
- The Pickton Case

**Classifieds**

**Marketplace**

- Find a job at working.com
- Find a car
- Daily Used Car Specials
- Find an apartment at househunting.ca
- Find real estate at homes
- Find great stuff at shopping

**Announcements**

- Announcements at Celebrating.com
- Obituaries at Remembering

**General Classifieds**

- Local classifieds
- Selling? Place an ad
- Meet a match at Connecting

**Enter our contests**

- Local Contests
- National Contests



## Stones lend cool allure to an Okanagan icewine

Ex Nihilo Vineyards to sell Sympathy for the Devil product after reaching deal with iconic band

**Brian Morton, Vancouver Sun; With Canwest News Service**

Published: Tuesday, April 08, 2008

Gary Vaynerchuk, host of the Thunder Show webcast on www.

winelibrarytv.com, said that celebrity wines are "the next new marketing oasis." "It's a holy grail opportunity for celebrities to build their own personal brand. Unlike beer and liquor, wine is the brand of a higher lifestyle," he said. "For a celebrity, the cost of entry is also very low. It's very easy for a Larry Bird, Mariah Carey or Madonna to say, 'I like drinking it,' and they have instant credibility for millions of people."

The Liquor Control Board of Ontario said that wines endorsed by Wayne Gretzky will sell 18,000 cases (or \$2.7 million) over the next 12 months, and wines endorsed by Dan Aykroyd over 11,000 cases (\$1.7 million).

Both were among the top-10 bestselling wines of 2007.

Spokesman Chris Layton said all new celebrity wines have been selling well and significantly better than new, non-celebrity brands.

Other celebrity wines are endorsed by: Mike Weir, Tommy Lasorda, Bob Dylan, Mariah Carey, Lorraine Bracco, Larry Bird, Fess Parker, Frances Ford Coppola, Barbra

Streisand, Sting, Paris Hilton and Mario Andretti.

Ex Nihilo Vineyards will also be launching their own premium Ex Nihilo red and white wine brands this spring. For more information, go to [www.rollingstonesicewine.com](http://www.rollingstonesicewine.com) or [www.celebritycellarscanada.com](http://www.celebritycellarscanada.com).

[bmorton@png.canwest.com](mailto:bmorton@png.canwest.com)

© The Vancouver Sun 2008

← previous 1 | 2 |

- Home
- Great home delivery subscription deals here!

**Ads by Google**

**Cheap Airline Tickets**  
Compare the Best Deals Now.  
Save Time and Money!  
[www.LowFares.com](http://www.LowFares.com)

**1 flat stomach rule: obey**  
Cut down 9 lbs of stomach fat every 11 days by obeying this 1 tiny rule  
[FatLoss4idiots.com](http://FatLoss4idiots.com)

**Okanagan Real Estate**  
Spirit Ridge Vineyard Resort & Spa  
spa, private beachfront, golf, ...  
[www.ownspiritridge.ca](http://www.ownspiritridge.ca)



## Billing Simplified

e-billing for Vancouver Sun Subscribers

Sign up now to receive your renewal notice via email.

Click Here  
[www.vancouversun.com/ebilling](http://www.vancouversun.com/ebilling)  
or Call 1-800-663-2662 to make the switch.

**THE VANCOUVER SUN**  
SERIOUSLY WESTCOAST

**Subscription Deals**

- Not a subscriber? Click here for special home delivery offers

**Today's Sun**



**Vanoc spends \$40 million to tie up advertising**

space  
Organizers of the 2010 Games will spend \$40 million buying up every major supply...

- [ more ]
- BCAA offers members use of private clinics
- B.C. men face drug charges in California
- Luongo the first NHL goaltender in 60 years to be named captain

**More News Stories**

**Latest News**

- BC Ferries to reduce some runs during fall, winter
- Luongo in, Bertuzzi out for tonight's pre-season game
- Canadian ski jumper joins women's 2010 Games lawsuit

**More Latest News**

Get the daily headlines emailed to you every morning with the Vancouver Sun newsletter.

Email Address:

submit

- Our Privacy Statement