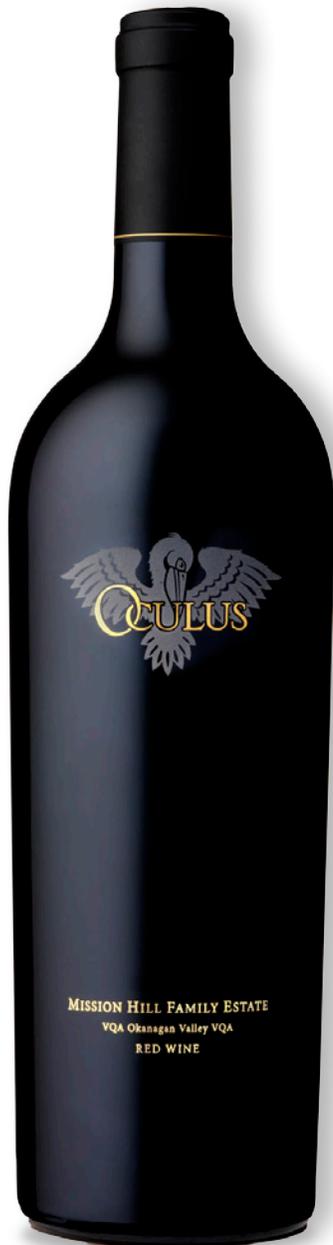


OCULUS

MISSION HILL FAMILY ESTATE, OKANAGAN VALLEY



VINEYARDS

The Oculus estate vineyards are located in the south Okanagan, a region that features a dry growing season with hot summer days tempered by cool nights. The high day-night temperature differential average of 15°C (59°F) in the weeks before harvest trigger a high concentration of polyphenols (anthocyanins), creating wines with great flavour and colour intensity.

The Merlot, Cabernet Sauvignon and Cabernet Franc lots selected for this vintage were sourced from both the Osoyoos Lake Bench vineyard (89% of the blend), which was planted in 1997, and the Oliver Black Sage Bench vineyard (11% of the blend), which was planted in 1998. Both vineyards are planted on south and south-west facing slopes on the east-side of the Valley.

The soils of the Osoyoos estate consist of fine sand and loam, similar to those found on the Black Sage Bench, which are mildly weathered, porous and composed of loamy coarse sand. These deep soil profiles were laid down by successive glacial activity, ensuring excellent drainage, which is expressed in the low to medium vigour of the vines, with an excellent balance between vegetative growth and crop load.

The vines are trellised in a vertical shoot position and are spur or cane pruned depending on the variety and the site. Canopy management seeks to ensure excellent fruit exposure, creating a microclimate in the fruit zone and the low yields (from 2.5 to 3.5 tons/acre) that result in ripe tannins and ripe fruit flavours. The Oculus fruit is hand-picked from the same established and familiar vineyard blocks every year. While the ultimate blend may change based on taste, we generally select from very similar areas year after year.

ALTITUDE:

OSOYOOS: (350-410meters/
approx. 1,150 ft. above sea level)
OLIVER: (320 meters/
approx. 1,000 ft. above sea level)

CLIMATE:

Cool Continental climate with four pronounced seasons, hot summers, extremely low rainfall and cold winters.

HISTORIC AVERAGES:

Heat Summation (Apr-Oct): 1,555 degree days
Mean Temperature (Apr-Oct): 17.3°C
Rainfall (year round): 317 mm/12.5 inches

OCULUS 2011

Appellation: Okanagan Valley

Vineyards: Osoyoos (89%)
Oliver (11%)

Composition: 71% Merlot
16% Cabernet Sauvignon
13% Cabernet Franc

Alcohol: 13.5% by vol.

pH: 3.57

Total Acidity: 5.9 g/l (tartaric acid)

Picking Date: Last two weeks of October

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2011 VINTAGE REPORT

The 2011 growing season began cooler than usual which delayed bud burst. Late spring rains followed by warm weather facilitated aggressive vine growth and dense canopies. Our vineyard crews were proactive by hedging vines and removing selected leaves and laterals at the base of the grapevine shoots to improve airflow and sunlight around the clusters; all in pursuit of quality. The cumulative growing degrees in August and September were the highest ever recorded, so ripening was continuous and harvest commenced in late September. After a cool and reluctant season, canopy management and patience rewarded us with a farming year that produced fantastic wines with delightful fruit profiles, lower sugars and balanced acidity.

WINEMAKER'S COMMENTS

2011 Oculus is ripe and powerful with racy tannins and serious grip, but polish and finesse as well due to great balancing acidity. The key to the vintage was to capture the freshness of the fruit, made possible by the subtle use of new French oak. The wine is broad and muscular, with lots of dark fig, black currant, damson plum and chocolate notes and a lingering finish of fruit, spice and mineral. Merlot, Cabernet Sauvignon and Cabernet Franc. 51 barrels produced.

WINEMAKING

With a wealth of quality grapes at our fingertips, select fruit from designated vineyard blocks within estate-owned vineyards in Oliver and Osoyoos are nurtured through every step of the winemaking process in the Oculus Cellar, a dedicated winemaking studio devoted to producing this flagship wine. This is a self-contained space with its own equipment separate from the winery's main production area, where grapes are selected or rejected according to rigorous criteria. First bunches, then grapes are carefully selected on sorting tables. All kinds of plant material, leaves and stems are removed in order to promote the fruit character in the final blend.

The various grape lots are then gravity-fed into temperature-controlled, 65-hl oak fermenters and vinified separately. During fermentation, pump overs and/or punch downs are carried out daily, depending on the desired extraction level. Maceration typically lasts 22 to 26 days, depending on the development of each lot, in order to extract maximum flavour and colour, but always careful not to over-extract. All lots are aged for an average of 15 months in new (50%) and 2nd fill (50%) French oak barrels, during which time our winemaking and viticultural teams meet every 3-4 months to select the best lots for Oculus. The team samples endless lots of wine and gradually decide which lots will go into the final blend, making sure that each new vintage of Oculus is both high in quality and true to the established style, the Oculus signature. Fining occurs naturally as the wine settles during this period of time.

An OCULUS was first used by the Romans in buildings like the Pantheon - a window in a dome or wall to the outside. At Mission Hill, our oculus provides the only natural light into our underground barrel cellar, blasted out of volcanic rock that is otherwise hidden from the world.



missionhillwinery.com

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