



# ONLINE EXCLUSIVE WITH

## *Angela Aiello*

NEW WINE TRENDS, THOUGHTS ON PRINCE EDWARD COUNTY,  
AND SOME OF HER FAVOURITE THINGS...

With over a decade of experience in the wine industry – and coming from an entrepreneurial (and very Italian) background – Angela Aiello was destined to put it all together and lead the next generation into wine appreciation. iYellow is the culmination of her vision – to give wine club members the confidence to order off a wine list, purchase a bottle of wine with confidence, and recognize their palate preferences. She sees education to be the most important part of the wine journey. Whether it is through social wine events, experiential wine tours, or the newly designed wine school,

The County Grapevine caught up with Angela and asked her a few questions about her thoughts on Prince Edward County and what's going on in the world of wine.

**GV:** You grew up in a wine region. Having experience in the industry, what are your thoughts on the region of Prince Edward County?

**AA:** I am amazed at what PEC is doing when it comes to wine. PEC is full of passionate and talented winemakers and owners who are true entrepreneurs – and are really putting PEC on the global wine map. I don't think I have tried a wine from PEC that I haven't appreciated, which shows the strength of the region as a whole. I love how PEC is exploring grape varieties such as chambourcin and melon du bourgogne. PEC is growing and discovering itself and I am so glad to be able to witness it. I remember working in the Niagara wine industry in 1998 and have seen it come a long way in only 11 years. I can't wait to be able to say (and see) the same for Prince Edward County.



## Angela Aiello's

### *Favourite Things*

**GV:** What's new in the world of wine? Any new trends from your perspective?

**AA:** There are definitely some trends in the Ontario wine industry. From innovative white blends (think Trius and Stratus White), to icewine martini's (think VICE from Vineland Estates), to modern sexy labels (such as Malivoire and Sibling Rivalry), to sparkling rose's (Peller Estates Ice Cuvee Rose), Ontario is a global player in the world of wine. As people become more interested in wine I hope to see more restaurants offering local wines by the glass at reasonable prices, and an increased offering of wines in ½ bottles. Both allow people to try different types of wine through experimentation. I think people want more from wine – people's palates are thirsty for wine confidence, and there is strong movement towards an eco-friendly wine consciousness, as well interest in wine education. I hope to see these trends continue.

**GV:** Recently, you contributed to calendar Women and Wine photographed by Steven Elphick. Can you elaborate on that project?

**AA:** The 2010 Women & Wine Calendar, a project coordinated by Lindsay Groves and photographed by Steven Elphick, was designed to showcase 12 women in the Ontario wine industry. Each month of the calendar features one of the women – captured in a black-and-white photograph with a wine related element. The most interesting part is that the women are un-identifiable in their photo – and for me, this maintains the artistry and creativity of the wine world, which these women represent. The limited edition calendar is stunning and I don't think there has been anything done like it before. The best part is that 100% of the proceeds go towards Grapes for Humanity.

#### **Favourite Canadian Wine:**

Riesling, Riesling, Riesling. When it comes to a favourite wine I may have been born in another life as a bottle of Riesling – it is definitely my wine varietal of choice. My two favourites are The Wayne Gretzky Estates Riesling, and the Ganton & Larson Prospect 2007 Riesling from BC – my mouth waters just thinking about them.

**Favourite Prince Edward County Wine:** Black Prince Cabernet Franc Reserve.

#### **Favourite Wine Gadget:**

My airtight wine bottle sealer.

#### **Favourite Wine Glass:**

My Riedel O glasses are tied with my vintage tumblers.

#### **Favourite Wine Book:**

I am reading *The Accidental Connoisseur* – I'm not finished yet, but it's definitely a contender for my number 1 spot.

#### **Favourite wine writer?**

Tony Aspler. hands down.