



FOR IMMEDIATE RELEASE

Read Between the Wines Podcast announces the publication of a new episode:

Ann Sperling & Peter Gamble are probably two of the most influential individuals in the Canadian wine industry.

TORONTO, ON – November 18th 2022 – Read Between the Wines Podcast, one of the most popular podcasts on wine announced today the publication of a new episode.

This episode features an interview with Ann Sperling and Peter Gamble, vintner and winemaker at Versado Winery in Mendoza, Argentina.

Since her upbringing on her family's Okanagan Valley vineyard, and throughout an already distinguished career of winemaking and viticultural accomplishments, Ann Sperling has innately turned to the soil for the character and complexity of her wines. From her earliest winemaking positions in the eighties, Ann chose to spend much of her time working closely with growers and vineyard managers to "make" the wines in the vineyard. Since validating the importance of this approach and, in so doing, establishing the reputation of CedarCreek Estate Winery, Ann has applied the same principles to a significant string of vineyard and winery projects, including Southbrook Vineyards, Malivoire Wine Company, and Creekside Estate Winery.

With vineyards featuring so prominently in Ann's winemaking, she felt stewardship of the land and environment were natural off-shoots. Extensive study and practical research led to her becoming Canada's foremost authority on organic and biodynamic viticulture. A leading practitioner, she implemented Organic Certification on Malivoire's Moira Vineyard, and set up and transitioned Southbrook Vineyard to biodynamic viticulture and winemaking.

Peter Gamble doesn't need much of an introduction in the Canadian wine industry; he was appointed the founding Executive Director of the Vintners Quality Alliance. Establishing his eponymous consulting firm in 2000, Peter has since been dedicated to prestige wineries in their start-up phase, providing expertise in a range of areas critical to the successful establishment of ultra-premium winemaking operations. As lead consultant on the Stratus Vineyards project in Niagara, Peter oversaw the development of a winemaking facility heralded as one of the world's most oenologically sophisticated. Featured in a full-page article in TIME magazine, the winery was also the first internationally to achieve full LEED accreditation (Leadership in Energy & Environmental Design). Subsequent projects have included Benjamin Bridge Vineyards in Nova Scotia, Ravine Vineyard, Cloudsley Cellar as well as Lailey Winery to name a few.

During this episode, Ann & Peter talk about their exhaustive quest to find the perfect property and vineyard in Mendoza, to create a wine that would stand among the greatest that Argentina, and the world, has to offer.



About Versado Winery

Versado was founded in 2008 and its vineyard is located over the ancient bed of the Mendoza River. It is a small, historic Malbec planting. From the start, Ann & Peter surrounded themselves with the right local people and turned the potential of this vineyard, of this beautiful place, into a promising future. Their Malbec wine is available in Ontario at the LCBO and their Old Vine bottle is available at select fine restaurants in Toronto and Ottawa. To learn more about the winery, visit their website: www.versadowine.com

About Read Between the Wines

Read Between the Wines is a podcast hosted by Pierre Ferland and focuses on the stories behind the label; the winemaker's story, their day-to-day journey and how they transform the fruit of the vines into our favourite beverage.

Since its conception, Read Between the Wines is proud to have made a conscious decision to have a unique format, and does not do any wine critiques or scoring. Instead, it chooses to focus on the people of the industry and to educate the audience so they can have unbiased and neutral information for their purchasing and selection process – after all, taste preferences are a personal matter...

The podcast is proud to focus its effort towards Canadian vintners, but also highlights important stakeholders in the wine industry such as authors, sommeliers and other industry leaders. Read Between the Wines has experienced an incredible success on both the local and international wine scene with an average audience of over 25,000 listeners mainly from Canada, but also from the United States, England, France, South Africa and many other countries. Distinguished guests such as Ken Forrester, Simon Woolf and Donald Ziraldo are only a few names of the industry who have participated in the Read Between the Wines podcast.

This podcast was launched in 2019 and has already attracted over a million listeners; it is available for free on most podcast platforms such as iTunes, Spotify and Google Podcast and Amazon Music, as well as on the website www.winepodcast.ca

To stay informed, follow Read Between the Wines on Instagram and [LinkedIn](https://www.linkedin.com/company/read-between-the-wines).

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