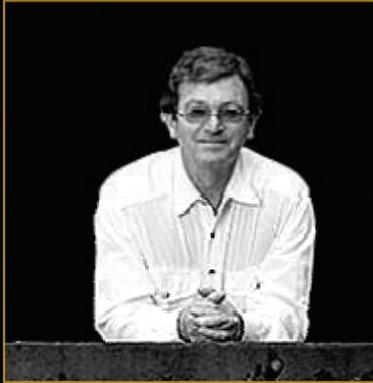


BILL DYER



Winery Consultant to Church & State Wines, Bill Dyer has played an integral part in establishing the C & S brand of excellence.

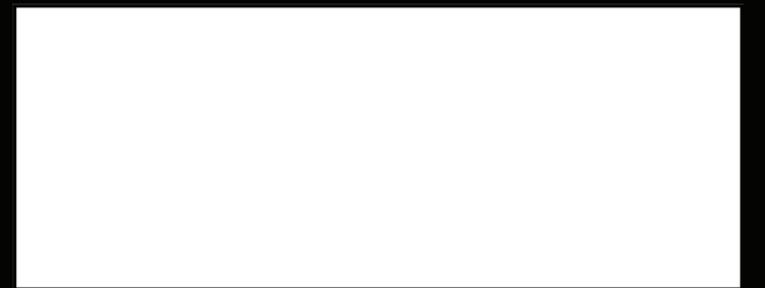
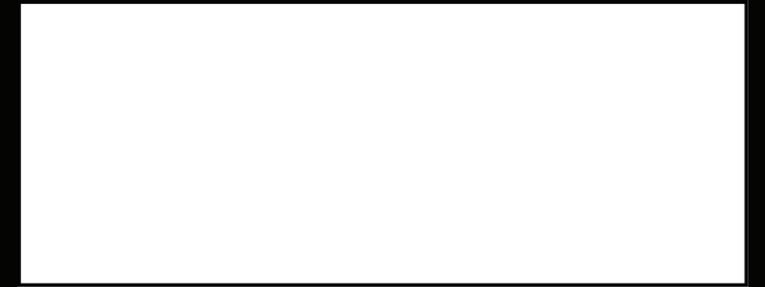
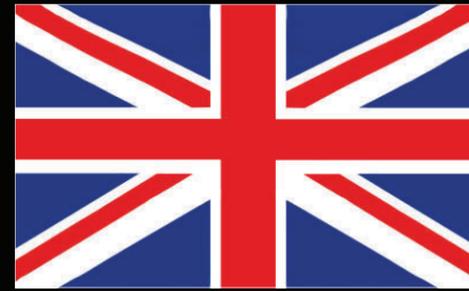
For over two decades Dyer has been crafting award-winning wines in North America. Having previously worked with stand out wineries such as Sterling Vineyards in California and Burrowing Owl in Oliver, he joined the C & S team in 2005. Since then, his incredible talent and vision have been instrumental in the creation of Church & State's fine wines of distinction.



JEFF DEL NIN

Church & State's owner, Kim Pullen calls winemaker Jeff Del Nin "A great guy. He's an unusual dude - very driven. He'll work 30 hours straight at crush, making sure everything's done just right."

Not only is he a hard-worker, Del Nin is also one of this province's finest craftsmen. A native of Thunder Bay, Jeff gained a Master's degree in Chemistry from Queens University before taking a job working in plastics in Australia. While there he developed a passion for wine. Immersing himself in the discipline, he worked at Barossa Valley Estate Winery before graduating from University of Adelaide's wine program. In 2006 he returned to Canada, working for Burrowing Owl before joining the C & S team in 2009. Since then, he has worked closely with Pullen and consultant Bill Dyer to craft some of BC's best wines.



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The team at Church & State Wines have had one mission since Kim Pullen purchased the old Victoria Estate Winery back in 2004; to craft the best premium wine possible. To give definition to this pursuit, Pullen set his team's sights on becoming one of the top three wineries in the province. A lofty goal given the fact there are nearly 200 of them in BC.



At what point then can Mr. Pullen and his cohorts claim to have reached that pinnacle? Did they fulfill their mandate when they claimed the prize for 'Best Red Wine in Canada' at the All Canadian Wine Championships in 2009? Was the finish line reached when they achieved Double Gold and Best in Class status last year at the renowned San Francisco International Wine Competition? What makes a winery 'the best'?

In conversation with Pullen we were told there is no particular award his team strives for when creating the wines of Church & State. Rather, it is a concept they seek - Integrity.

"Our wines are honest. You're going to be happy with what you get. If it doesn't fit our definition of what a wine should be, you'll never taste it, because we won't sell it."

These are not just words to market by either. Case in point, on purchasing Victoria Estate and its inventory, he dumped 17,000 cases of wine deemed inferior. That's almost one million dollars worth of wine! Then again in 2009, when a micro-organism invaded one of their preferred vineyards and showed up in the resulting wine, an entire vintage of Pinot Noir and Syrah was sacrificed in the name of 'honesty'.

In Kim Pullen's world, there is never a time for bad wine.

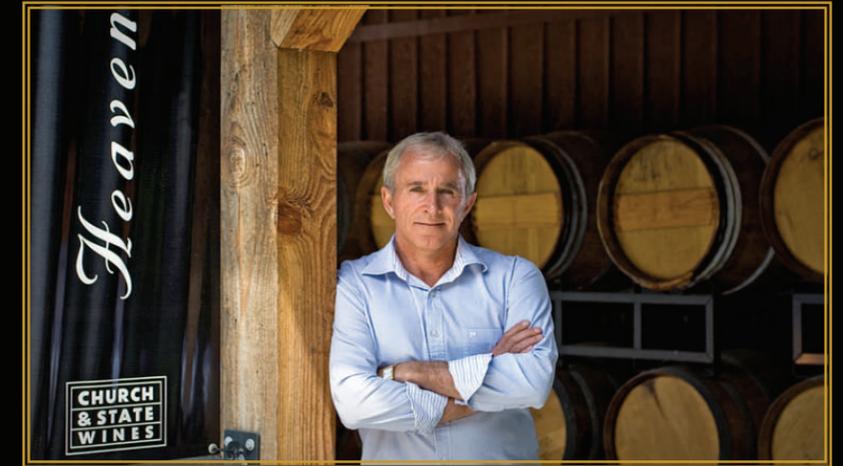
Church & State's original winery at Brentwood Bay is stunningly beautiful. The vintage structure was tastefully renovated and is now one of Vancouver Island's premier destination wineries. The winery also plays host to many weddings and special occasions. Pullen really enjoys this aspect of being part of a winery. "It's great when people feel a special connection to us. It's an honour."



Heavenly Taste Earthy Rewards



You'd have to possess a unique set of skills if you set out to create a stand-out winery in British Columbia. You'd have to be resourceful, intelligent, creative, hard-working and, above all else, uncompromising. In other words, you'd have to be Church & State's owner, Kim Pullen.



This former tax attorney turned businessman has been successful at every turn with businesses that include a marina, a congregate care home and, at one point, a fish farm. Which begs the question - how on earth did he end up in the world of wine?

"I was actually taking a rest and cycling the coast of Australia. I bounced around for a few months and because I'm used to a different pace, I got bored. I started looking around for a business I could own, but not operate on a day-to-day basis. A real estate agent suggested a Victoria Island winery in severe hardship. I was captivated by it - it was a cool place."

Pullen was hooked and became well acquainted with every aspect of the winery. A pedestrian passion for wine turned professional.

Knowing premium fruit would be needed to craft the wines he envisioned, he also secured prime vineyard acreage in the South Okanagan. Next, he hired world-renowned winemaker Bill Dyer, of California's Sterling Vineyards & Burrowing Owl fame, as his wine consultant.

Building on their success, Pullen opened a second winery on the famous Black Bench in Oliver. "There's a great community here. It's probably an extension of the farming mentality, everyone is so helpful - its terrific! All the wineries take real pride in what they do."

Therefore, Pullen and his team at Church & State should fit in well here because for them it's also about pride - in absolutely everything they do.



The sleek and beautiful tasting room at Church & State's new winery at Coyote Bowl in Oliver opened its doors in 2010. What's more, starting this summer C & S will offer its Oliver visitors unique accommodation in African safari-styled executive tents. Cantilevered on the edge of the Bowl, the amenity-filled tents will offer sweeping views of the valley and an experience not to be missed!