

IT'S ALL ABOUT ME

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John Howard Cellars of Distinction 2006 Megalomaniac Pink Slip Pinot Noir Rose Niagara Peninsula \$14.95

When John Howard decided to make some wine from the vineyards surrounding his home in Vineland, the former owner of Vineland Estates Winery knew the venture would be called a vanity project – or worse. So, he decided to have some fun with that notion. Meet Megalomaniac, the newest wine brand in Ontario. “Listen, I’m retired,” Howard says, waving off the possibility of a new full-time occupation producing and selling wine in Ontario. “This is strictly a retirement project.” The Megalomaniac portfolio sees a couple hundred cases of wine produced from the various vinifera found in Howard’s estate vineyards, notably Riesling, Chardonnay, Pinot Noir, Cabernet Sauvignon and Merlot. Duarte Oliveria tends to the vineyards, while Andre Lipinski produces the wines. Brandever Strategy Inc., the firm behind the award winning labels for British Columbia’s Blasted Church and Dirty Laundry, created the striking label designs. Howard contacted Brandever after reading an article in *The Globe & Mail* where owner Bernie Beauregard mentioned he had never received a call from any winery in Niagara. Together they hatched the audacious label concept that is bound to raise eyebrows. “This might sound like megalomania, but now when people tell me that something won’t work or something is a bad idea, I know that it’s the right thing to do,” says Howard. The wines, including the vivacious and delicious Pink Slip Pinot Noir Rose, are available online at www.megalomaniacwine.com or by calling 1.888.MEGALO1. Sales will help support Kids Health Links Foundation, which provides computer technology to children in long-term care facilities to keep connected with family, friends and school.



Clockwise, from top left: SonOfaBitch Pinot Noir, Coldhearted Cabernet Franc Icewine, Contrarian Sauvignon Blanc, Pink Slip Pinot Noir Rose, Vainglorious Cabernet Merlot, Bravado Cabernet Sauvignon, Eccentric Savagnin and Narcissist Riesling. Not shown My Way Chardonnay and Big Mouth Merlot.