

What's New...

My Way CHARDONNAY, BIGMOUTH MERLOT ETC., ETC.

JOHN HOWARD'S MEGALOMANIAC WINES

When John Howard declared 'Freedom at 55' and sold his interest in Vineland Estates in 2004, one could not help but feel his departure from the Niagara wine industry was premature.

So it was not a complete surprise to hear of his new Megalomaniac Wine venture. Nor was it a surprise to find the fine hand of marketer Bernie Hadley-Beauregard (LotusLand, Blasted Church, Dirty Laundry) behind the branding.

John explains that the name came about as he was touring Bernie around the Niagara wine region and kept using the phrase: "I'm not a megalomaniac or anything but . . .". That was enough for Bernie who had found his handle.

Of course the marketing possibilities opened up by the name are endless. "For example, Riesling is a grape varietal that is well recognized for its ability to produce a wine that reflects the soil in which it was grown in. As such it is named Narcissist Riesling." Then there are Eccentric Savagnin,

The Megalomaniac Vainglorious Merlot Cabernet takes a bow....



Contrarian Sauvignon Blanc, Pink Slip Pinot Noir Rose, SonOfaBitch Pinot Noir, Bravado Cabernet Sauvignon, Vainglorious Cabernet Merlot, My Way Chardonnay, Bigmouth Merlot and Coldhearted Cabernet Franc Icewine.

Megalomaniac has already been awarded the Best of Show Award for Label Design at the 2007 San Francisco International Wine Competition, and its first release wines are not doing badly either.

John describes Megalomaniac Winery as a retirement project run out of passion. 110 acres of prime vineyard property on the bench near Vineland are managed by Duarte Oliveira and the winemaking team is led by Andrzej Lipinski.

Further understated information is available at www.megalomaniacwine.com