

## Entrepreneur Bill Redelmeier of Southbrook Vineyards Develops Bioflavia<sup>™</sup> *From Organic Wine to Antioxidant-Rich Health Product — A Green Solution to Handle Pomace or “Wine Waste”*

**Niagara-on-the-Lake, Ontario (July 25, 2011)** – In anticipation of this fall’s grape harvest to make Southbrook’s organic and biodynamic wines, Bill Redelmeier is making plans to handle another crop – that of organic red grape skins. After grapes are crushed for wine production, the grape skins and seeds, or the pomace, are left over and usually discarded.

“Taking pomace that was going to waste and finding a way to turn it into a valuable and unique health product was an appealing challenge to us,” says Bill Redelmeier who co-owns Southbrook Vineyards with his wife, Marilyn. Their commitment to the earth and sustainable business practices are always top of mind when managing their winery – from their dedication to biodynamic and organic grape growing, their winemaking philosophy, their award-winning LEED® (Leadership in Energy and Environmental Design) Gold-certified hospitality pavilion and now to Bioflavia<sup>™</sup>.

When research and analysis showed the dried and crushed red grape skins contained very high levels of powerful antioxidants, Redelmeier took the initiative to commercially develop and market the powder as an organic natural health product under the Southbrook label with the brand name of “Bioflavia<sup>™</sup>”.

In addition to their own pomace, Redelmeier purchases pomace from other organic vineyards in Niagara to produce Bioflavia<sup>™</sup> for the Canadian market. The pomace is first put through a complete drying process before the skins and seeds are separated. The grape skins are furthered dried to a specified moisture level and milled to a fine powder. Organic grape powder and Vitamin C are added and the final Bioflavia<sup>™</sup> product is packaged in 300g tamper-proof canisters.

Bioflavia<sup>™</sup> was launched in April and is distributed nationally by Purity Life Health Products, the leading distributor of natural health products across Canada. Robert Egli, Bioflavia’s Director of Sales and Marketing comments: “We’re delighted with the response and support Bioflavia<sup>™</sup> has received. Canada’s retailers and health-conscious consumers are always looking for new and innovative products and Bioflavia<sup>™</sup> is just such a product.”

The appeal of Bioflavia<sup>™</sup> has even caught the interest of the producers of The Dragons’ Den, the popular CBC television series where aspiring entrepreneurs pitch their business concepts and products to a panel of Canadian business moguls. A segment with Bill Redelmeier and Robert Egli promoting Bioflavia<sup>™</sup> to The Dragons was recently taped and will air next season.

## **Entrepreneur Bill Redelmeier of Southbrook Vineyards Develops Bioflavia™ cont'd...**

Bioflavia™ is sold at over 100 fine food shops and natural health food stores across Canada including select Nutrition House locations, Nature's Source stores in Ontario, and available this fall at Whole Foods Market locations in Ontario (Toronto, Oakville and Mississauga) and all B.C. locations. For more information and an updated list of stores where Bioflavia™ is sold, go to <http://www.bioflavia.ca>.

### **About Southbrook Vineyards:**

Southbrook Vineyards is located in the heart of the Niagara Wine Region in Ontario. The winery strives to serve as a model for the industry of what is possible in Ontario and around the world in producing exceptional wines while minimizing its footprint on the planet. Southbrook received organic certification of its vineyard and winery from Pro-Cert in 2008. The same year, Demeter Canada certified the winery and vineyard as biodynamic, making Southbrook the first biodynamic winery in Canada.

Southbrook Vineyards is located at 581 Niagara Stone Road, Niagara-on-the-Lake. Tel: 905.641.2548. <http://www.southbrook.com>

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To request an interview with Bill Redelmeier of Southbrook Vineyards, for more information about Bioflavia™ and to request a review sample or jpeg photos, contact:

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### **Background Information About Bioflavia™**

- Bioflavia™ is designated as a Natural Health Product by Health Canada.
- Health Canada recommends consuming seven to 10 servings of fruits and vegetables a day to ensure our diets include a rich and diverse supply of antioxidants and other essential nutrients to help protect us from diseases including heart disease, atherosclerosis, certain cancers, autoimmune disorders and advanced ageing.
- Adding Bioflavia™ to our diets is a convenient and delicious way to provide additional protection to ensure we meet our daily antioxidant requirements.
- Stir Bioflavia™ into your morning smoothie or juice, or add to yogurt or cereal. It's also ideal to use in baking, such as in muffins, bars and breads, and in dips, sauces, burgers and stews.
- A daily recommended 10g serving of Bioflavia™ supplies 11,000 ORAC Units when measured against peroxy and hydroxyl free radicals found in the body. ORAC (Oxygen Radical Absorption Capacity) Units is a measure of the level of antioxidants in various foods and the ability to neutralize the process of oxidation and cell damage caused by free radicals in our bodies.
- Bioflavia's extensive scientific product analysis was conducted by Nutrasource Diagnostics Inc. That fully validates its health-promoting antioxidant benefits. The company, based in Guelph, Ontario, is a world leader in scientific, evidence-based research for the natural health product industry.

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