

DIVINE INTERVENTION

Blasted Church Winery marries the sacred and the sip-worthy.

On a Saturday night in downtown Vancouver, scores of worshipful wine lovers descend on Christ Church Cathedral. There, they partake of barbecued soul food before meandering to the kitchen where fair church ladies have poured the fruit of Okanagan Valley, Canada, vines. Lo, there is the "Dam Flood," an inspired blend of Merlot and Lemberger, as well as "Hatfield's Fuse," an unorthodox marriage of nine different varieties. Once lubricated, the peaceful crowd is guided to the nave, where the congregants rock and roll to the spirituals and during intermission they repair for more wine. Thus, Chris and Evelyn Campbell, owners of Blasted Church Vineyards and suppliers of the libation tonight—smile to each other and sayeth, this is good.

In 2002, when the Campbells bought Prpich Hills Winery, they knew success would require divine intervention. They hired marketing guru Bernie Hadley-Beauregard, of Brandever Design, who used a 75-year-old legend about a wooden church dynamited from its foundation as the basis for the brand's identity. He organized the first Blasted Church Midnight Service in 2003, and the event is such a hit, it will run two nights of the Okanagan Valley Fall Wine Festival.

Combating any notion of conservatism, last May, Blasted Church released a white blend called Mixed Blessings. The label depicts a wedding of two men and two women of various skin colors. All that's missing is a crowd of Proposition 8 protesters.

"Is it hetero? Gay? Interracial? Polygamous? Monogamous?" teases Beauregard. "It's a nuptial play of who is marrying whom."

How successful has the unconventional, churchy marketing been for Blasted Church? "We've gone from 1,000 to 20,000 cases in six years, if that answers your question," Evelyn says. blastedchurch.com.

—MARI KANE



ILLUSTRATION TOP RIGHT MICHAEL DELAPORTE

"Le Rituel" Champagne Flute

Centuries ago, the ballerinas of Moscow's male onlookers by offering Champagne slippers. Now, wine-loving shoe fetishists revels, for a price. Luxury shoemaker Christian Louboutin with Champagne house Piper Heidsieck to black crystal Champagne flute cut to resemble the translucent red crystal base of the heel. The translucent red crystal base of the heel evoke the luxury of Louboutin's signature price of a "Le Rituel" rivals that of the real while a pair of genuine Louboutin still cost between \$500–\$1200, a single crystal encrusted flute will only set you back around \$500. If the thought of dropping so much dough on a single Champagne flute makes you want to drink your sorrows away, you're lucky: each of the glasses comes complete with a bottle of Piper Heidsieck's Cuvée Champagne, a pairing guaranteed to knock socks off of even the most discerning lover. "Le Rituel" is available at select Neiman Marcus stores and at le-rituel.com.

—BRENNAN CAMMERON

SPA/BEAUTY TIPS WITH ALCOHOL

Savvy spagoers may already know about the gale droppings at New York's Shizuka Spa Wailea (hotelwailea.com) or the the six large Israeli town of Talmey ElAzar. Here we've got some almost as unusual—all of which involve

- 1. Cactus Massage. Mexico.** At the Four Seasons Apunane Spa uses local spirits in several treatments. Hakali, a meringue of cactus blossom and plant—massaged into the skin with needle (\$177). There's also the Margarita Massage with citrusous sage oil (50 minutes, \$160); and a bottle of lime juice (25 minutes, \$110). A Tequila Sonoran varieties at the bar. fourseasons.com/puntarenas
- 2. Sake Bath. Japan.** The Hakone Kowakien Park and Spa Resort has amusement baths as well as a communal hot tub where sake dripping turizing treatment once used by geishas. yuraku.com