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FOR IMMEDIATE RELEASE

Imported and domestic wines now available at Ontario grocery stores

TORONTO – After nearly two years of extensive consultation, debate and discussion, imported and domestic wines go on sale today at select Ontario grocery stores, alongside beer and cider.

Today’s announcement by Finance Minister Charles Sousa, made at Coppa’s Fresh Market in Toronto, represents enhanced access for Ontario consumers and new business opportunities for Ontario’s agents, suppliers and manufacturers of imported and domestic wines.

“Being able to buy imported and domestic wine in the same place you can buy ingredients for dinner or a weekend away, makes sense for the consumer *and* the beverage alcohol market in Ontario,” said Heather MacGregor, Drinks Ontario Executive Director. “Our member agents, suppliers and manufacturers take great pride in bringing the best products to market, and we look forward to working closely with grocers so they can offer the best assortment possible.”

“We will continue to have an open dialogue with government, grocery, and industry stakeholders, to ensure this new sales channel achieves the intended goals, and to make enhancements as needed.”

Drinks Ontario is the provincial trade association representing agents, suppliers, manufacturers, and distributors of beverage alcohol products. Established in 1958, the association seeks to foster positive business relations with trade, government, social responsibility and public interest groups and aims to enhance general education around the responsible use of beverage alcohol products.

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Media Contact:

Heather MacGregor, Executive Director, Drinks Ontario

M: (647) 227-2031

E: heather.macgregor@drinksontario.com