



STRUT

THE WINE WITH LEGS

**For Immediate Release**

**June 10, 2009**

### **Strut Wines**

#### **New Ontario Wine Brand Appeals to New Generation of fashionable female wine lovers**

*In short:*

Introducing the debut of the Strut wine collection. Launching May 25 exclusively at Wine Rack Stores across Ontario (visit [www.winerack.com](http://www.winerack.com) for store locations), Strut wines are available in four distinct "personalities" of boldly elegant, fruit forward playful wines, including Chardonista (Chardonnay), Well-Heeled White (a white blend of Riesling and Gewürztraminer), Cab Couture (a red blend of Cabernet Franc, Cabernet Sauvignon and Merlot) and Red Over Heels (Merlot). The Strut wine collection is VQA certified, Niagara Peninsula grown, and will draw new consumers to the VQA category. The back label prominently features the VQA logo and helps educate consumers as to what VQA is all about with the statement "Local Grapes. Passionate Winemaking. Niagara Peninsula terroir. VQA represents the essence of Ontario wines". Crafted with an appeal to the fun, youthful, and fashionable female wine drinker, Strut wines are priced at \$11.95 and feature eye-catching, fashion-focused packaging.

*More Detail:*

Strut is a new wine concept that celebrates a fresh crush of stylish wine lovers that accentuates individuality and fun. Just in time for patio sippers, beachside barbeques and late summer night celebration, the Strut collection of wines are making their debut in Ontario Wine Rack stores.

With the goal of providing a unique and fun way to celebrate great Canadian VQA wines, Strut invites wine lovers to enjoy a wine that playfully matches their mood with a choice of four wine "personalities" are: Chardonista (Chardonnay), Well Heeled White (a white blend of Riesling and Gewürztraminer), Cab Couture (a red blend of Cabernet Franc, Cabernet Sauvignon and Merlot) and Red Over Heels (Merlot). Priced at \$11.95 with a picnic, party, poolside spontaneity -friendly screw-cap closure, Strut wines suggest stylish, approachable spontaneity.

"Today, the essence of one's personal style transcends all aspects of life," offers Casey Howe, the Marketing Manager for Strut Wines." With an eye to targeting the female millennial and Y generations (twenty- to thirty somethings) who grew up with "Sex and the City" and In-Style magazine as lifestyle inspiration, Strut celebrates confidence and style, and hits the mark where quality and personality meet."

Strut wines are chic and self-assured and can be poured with the confidence that accompanies VQA certification. The Strut wine collection will draw new consumers to the VQA category, and the back label prominently features the VQA logo and helps educate consumers as to what VQA is all about with the statement "Local Grapes. Passionate Winemaking. Niagara Peninsula terroir. VQA represents the essence of Ontario wines". Strut wines are made with talent and passion from 100% local grapes from

the Niagara Peninsula terroir. Available exclusively at Wine Rack, look for the eye-catching Strut "legs" packaging as of May 25th.

Look for "Strut your Stuff" events at locations across Toronto in June and July, where you get an opportunity to try a FREE BOTTLE of Strut wines. Hint: think weekend vibe on stylish street corners (see bottom of release for full details).

Check in with Strut online at [www.strutwines.com](http://www.strutwines.com) and visit our Twitter and Facebook pages for information on "Strut your Stuff" locations, contesting, in-store promotions and other news.

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**Note to editors:**

For more information, bottle photography, or arrange an interview with Casey Howe, contact the Vincor Canada media relations team:

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**STRUT Grassroots Event locations in the GTA for the FREE BOTTLE OFFER:  
Note: all events are 9pm-1:30am at below locations in the GTA**

Thurs June 18: The Futon Shop; 422 Bloor Street  
Fri June 19: Shoppers Drug Mart; Queen & Ryerson NW corner  
Sat. June 20: Green P; 211 Adelaide Street West

Thurs June 25: Green P; 211 Adelaide Street West  
Fri June 26: The Beer Store; 756 Church Street, north of Wellesley  
Sat June 27: Starbucks; 539 King Street West (King & Bathurst)

Thurs July 2: Shoppers Drug Mart; Queen & Ryerson NW corner  
Fri July 3: The Futon Shop; 422 Bloor Street  
Sat July 4: Green P; 211 Adelaide Street West

Thurs July 9: Starbucks; 539 King Street West (King & Bathurst)  
Fri July 10: Green P; 211 Adelaide Street West  
Sat July 11: The Beer Store; 756 Church Street, north of Wellesley