

## MEDIA RELEASE

May 14, 2013

### **Local Wines Showcased in LCBO Outlet Stores throughout Southwestern Ontario Celebrating the wonderful vintages of Essex Pelee Island Coast Winegrowers Association presented by Mastronardi Estate Winery, Coopers Hawk Winery, Colio Estate Wines, Sprucewood Shores, Viewpointe Estate Winery and Pelee Island Winery.**

**Windsor-Essex County, Ontario, Tuesday, May 14, 2013** – The **Essex and Pelee Island Coast** wines will be garnering extra attention from LCBO customers with tastings being offered at LCBO retail stores every Saturday in Windsor-Essex and throughout Southwestern Ontario from Windsor to London from May 11 through to June 8, 2013. In addition to tastings throughout May you can discover the Essex & Pelee Island Coast wines on **Saturday, June 22 from 11:30 am to 3:30 pm in the LCBO Roundhouse on Howard Avenue**. Patrons are invited into the Event Kitchen where Kevork Kalaydjian owner and operator of Capri Pizza with restaurants located throughout the region will create deliciously locally-sourced food paired with wines from Pelee Island Winery, Coopers Hawk Winery, Mastronardi Estate Winery, Colio Estate Wines, Sprucewood and Viewpointe Estate Winery.

Building on the success of the “**Grown Right Here. Look For Local**” campaign the WindsorEssex Economic Development Corporation in partnership with the LCBO is proud to launch the “**Discover Our Community-Grown Right Here**” wine tasting events. Due to the overwhelming success of this program and partnership in 2012, the WindsorEssex Economic Development Corporation with partners Tourism Windsor Essex Pelee Island were invited to partner with them this again this year.

“The Ontario Wine Industry’s \$3.3 billion economic impact is a significant driver to the Ontario economy. For every bottle of Ontario Wine produced in the province there is approximately \$40 of economic impact generated. We are very proud that our local wines are being applauded on the world stage, and receiving more awards for their products every year. We feel it’s important to toast our local wineries and winemakers for their considerable economic contribution to our region,” said **Sandra Pupatello, CEO of the WindsorEssex Economic Development Corporation**.

“Our wineries have really produced something special with their products,” explained **Tom O’Brien, Cooper’s Hawk Winery and President of Essex & Pelee Island Coast Wine Growers Association**. “Customers are looking for rich, robust wine and our wineries have delivered. Our growing region being the warmest in all of Canada means that we have been able to produce exceptional wines, and we’re excited for new customers to discover us. The LCBO promotion throughout S.W. Ontario will help us showcase our wines to these new customers. While we do provide sophisticated award-winning wines, it is our approachable warm environment and friendly welcome that creates a unique wine experience that can only be found in this region.”

**About the WindsorEssex Economic Development Corporation (WEEDC) - About the WindsorEssex Economic Development Corporation (WEEDC) -** The WEEDC is the lead economic development agency proudly representing Windsor-Essex, Ontario, Canada’s fastest growing economy (Conference Board of Canada), one of the world’s Top 7 most intelligent communities (Intelligent Community Forum) and FDI’s 2013/14 Best FDI Strategy, Small City, Runner Up. Acting as a catalyst and network developer WEEDC works to positively impact the region by providing services including business attraction, retention and expansion, small business and entrepreneurial development, and community development activities. For more information on previous awards please visit [www.choosewindsorEssex.com/awards](http://www.choosewindsorEssex.com/awards).

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