

Countryman's Winery - The First Winery in Eastern Ontario to have their wine listed and sold at the LCBO

## NEWS RELEASE

December 4, 2007 - Brockville Ontario

Today, was the first shipping day to the local LCBO stores in Brockville and Gananoque for Countryman's Strawberry Delight Wine. After 9 months of difficult negotiation with the LCBO in Toronto, Countryman's a local fruit wine maker located northeast of Brockville finally shipped their first cases of wine.

According to Eli Countryman salesperson for their wine to LCBO outlets in Ontario, "It has been a long and sometimes difficult road to get our Strawberry Wine listed and put on the shelves. Today, we shipped our first cases which went to the local LCBO stores in Brockville and Gananoque. We have promises for orders to Kanata, two stores in Downtown Kingston, Gananoque, Perth, Carlton Place, Kemptville, Ottawa at 222 Richmond Road, Ottawa at 1980 Bank Street, Brockville, Shopping Centre, Ottawa-Nepean, 543 West Hunt Club Road, Ottawa - Manotick, 1154 Currier Street and Orleans.

Soon it will be on their shelves just in time for the festive season."

Winemaker Gene Countryman said "According to the LCBO testing report Countryman's Strawberry Delight Wine has a "QC" status. This means that the wine is Quality Certified and one of the highest rated Strawberry wines in Canada".

He added, "It is nice to know that our winery in Eastern Ontario has been selected by the LCBO to compete on their shelves with winemakers from all over the world."

Countryman's Strawberry Delight is a locally produced beautifully coloured red wine made from locally grown and picked strawberries at Countryman's. It is rated by LCBO as a Red Still Table Wine with a 13.9% Alcohol/Vol. and a sugar content of 4. It is listed as LCBO #69393 in a 750 ml bottle and sells for \$17.15.

Countryman's Estate Winery ( [www.countrymans.ca](http://www.countrymans.ca) ) is the first winery in the United Counties of Leeds and Grenville and one of the first fruit wineries in Eastern Ontario. The winery complements their existing market garden operation, which sells strawberries, raspberries, tomatoes, sweet corn, and other fruits and vegetables grown on the farm.

The winery produces 20 in- house wines for sale at Countryman's, as well as their Strawberry Delight wine which is specially formulated for sale at the LCBO retail outlets in Ontario.

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