GREAT ESTATES OKANAGAN TO OPEN WINE EXPERIENCE CENTRE
IN PENTICTON THIS SEPTEMBER

Penticton, B.C. (September 6, 2018) — Great Estates Okanagan announced today it will open the Great Estates Wine Experience Centre in Penticton, B.C. on September 22, 2018.

The centre will serve as a hub for visitors to the region to learn more about the wines and wineries in the South Okanagan within the Great Estates Okanagan portfolio which includes Black Sage Vineyard, Inniskillin Okanagan Estate, Nk'Mip Cellars, Jackson-Triggs Okanagan Estate, Sunrock Vineyards, Dark Horse Vineyard, Steller's Jay, See Ya Later Ranch and Sumac Ridge.

Located in downtown Penticton at 21 Lakeshore Drive, the Great Estates Wine Experience Centre will offer a variety of daily tastings and educational seminars throughout the year. Single-vineyard, winery-exclusive and regional-specific selections will be available for tasting and purchase at the centre, offering visitors a taste of differing South Okanagan terroirs.

"The Great Estates Wine Experience Centre will offer visitors the opportunity to discover and taste what makes this area of B.C. so special," said Josie Tyabji, Senior Director, Great Estates Okanagan. "We believe the centre will provide a rich educational backdrop to our vibrant region, offer a wide-range of experiences for guests, and be a must-stop destination before they set out to explore the award-winning wineries within the South Okanagan."

Designed by Penticton's Landform Architecture, the centre houses three distinct tasting areas and is also available for private functions. The Tasting Bar will rotate wine selections daily and offer four tastings for a $10 fee (CDN), refunded with a purchase of $50 (CDN) or more. Other experiences – such as food and wine pairing classes focused on specific varietals or types of cuisine – will have a fixed price based on the experience and food provided. The Great Estates team will lead educational seminars covering topics ranging from the history of the South Okanagan to growing regions and bring in guest educators for select classes as well. More information and a complete list of experiences can be found at www.greatestatesokanagan.com.

The centre will be open throughout the Summer from May 1st to September 30th, 9:00 a.m. to 8:00 p.m. daily and October 1st to April 30th, from 10:00 a.m. to 7:00 p.m. daily.

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Great Estates Okanagan is a collection of Okanagan wine brands and wineries. The portfolio includes Jackson-Triggs and Inniskillin Okanagan Estates, Nk'Mip Cellars, See Ya Later Ranch, Sunrock Vineyards, Sumac Ridge, Steller's Jay, Dark Horse Vineyard and Black Sage Vineyard. Hospitality experiences are available in Summerland, Osoyoos and Penticton. Learn more about our wineries, purchase our wines directly, book a winery visit, or join our Wine Club by visiting www.greatestatesokanagan.com.

Arterra Wines Canada, Inc. is the country's leading producer and marketer of award-winning, globally recognized Canadian and imported wines. Arterra Wines Canada, Inc. has grown and evolved to owning and distributing 100+ wine brands, including seven of the top 20 brands in Canada: *Jackson-Triggs*, *Inniskillin*, *Sawmill Creek*, *Wallaroo Trail, Woodbridge by Robert Mondavi*, *Ruffino* and *Kim Crawford*. In the last five years, the company's portfolio has received over 1,500 accolades and awards in national and international wine competitions. Headquartered in Mississauga, ON, Arterra Wines Canada, Inc. operates three commercial wineries, five estate wineries and over 1,700 acres of premium vineyards in Canada's wine regions. It owns and operates 164 Wine Rack retail wine stores in Ontario and sells wine kits and products for winemaking through its RJS Craft Winemaking brand. It employs approximately 2,000 full-time and part-time staff across the country. For more information about Arterra Wines Canada, Inc., visit www.arterracanada.com.

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