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A Six Day Workweek? The New Normal for Canada's Workers
French wine brand Félix & Lucie challenges Canadians to take a "Day to Disconnect"
on May 15 - and reconnect with what really matters

May 10, 2019 - Toronto, ON - According to new research from Leger and French wine brand Félix & Lucie, the average salaried or self-employed worker in Canada spends eight hours a week doing work related tasks outside of work hours - the equivalent of an additional day of work every week being done during so-called 'personal time'.

This finding is just one of the reasons the brand issued a call-to-action, challenging Canadians to take a "Day to Disconnect" on Wednesday, May 15, leaving work behind at the end of the day to reconnect with the people and things that matter most.

"We learned three quarters of salaried and self-employed Canadians regularly do work outside of their traditional work hours - and there's a clear correlation between the encroaching demands of work and a weakening of our social bonds," explains Andrea Hunt, Senior Vice President, Marketing, Arterra Wines Canada. "We want to spark a real conversation about our 'right to disconnect', and the importance of personal time to our overall quality of life."

The research paints a picture of exactly what these 'encroaching demands of work' look like for today's salaried and self-employed workers. Among the findings?

- One in 10 spend more than 20 hours of their personal time on work every week
- 43% believe getting ahead at work requires work to be completed outside of work hours
- 35% of salaried and self-employed Canadians have cancelled plans with friends or family to meet work obligations

This last statistic is particularly poignant for Katrina Onstad, Canadian journalist and author of *The Weekend Effect*. Onstad has joined forces with the Félix & Lucie brand to encourage Canadians to get back in touch with their 'joie de vivre' by participating in the Day to Disconnect.

"The Day to Disconnect is about starting a real dialogue about how we can do a better job of disconnecting from work and connecting with the things that matter most," says Onstad. "We are physiologically wired to be social, and yet, as work dominates our daily lives, there's undeniable evidence that our social bonds are weakening. For just this one day, Félix & Lucie is challenging Canadians to try and do things differently - to really shut down at the end of the day and grab a glass of wine with a friend. Call someone you haven't talked to in a while. Connect with what really matters."

Félix & Lucie wines launched in Ontario last month. The brand's French heritage inspired its mission in the Canadian market.

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In 2017, France introduced a law that formalized the "right to disconnect", reinforcing employees' right to ignore business emails that arrive after work hours. By contrast, the new Félix & Lucie research showed that, in the last six months, six-in-ten salaried and self-employed Canadians have checked their work email in the evening (61%), six-in-ten have checked email on the weekend (61%) and one in four (27%) have sent or received work-related emails after midnight.

"I think it's fair to say no one understands joie de vivre better than the French," concludes Hunt. "We believe the time is now to have a real dialogue in Canada about what joie de vivre really looks like, and how we can all lead true lives of joy."

About the Research:

An online survey of 888 employed Canadians (either salaried, freelance / self-employed, or hourly workers) was completed between April 26-29, 2019, using Leger's online panel. The margin of error for this study was +/-2.5%, 19 times out of 20.

About Arterra Wines Canada

Arterra Wines Canada, Inc. (Arterra) is the country's leading producer and marketer of award-winning, globally recognized Canadian and imported wines.

Arterra 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 wines have received over 1,500 accolades and awards in national and international wine competitions.

Headquartered in Mississauga, Ontario, Arterra operates eight wineries across the country, with over 1,700 acres of premium vineyards in Canada's wine regions. The company 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. Arterra employs approximately 2,000 full-time and part-time staff across the country.

For more information about Arterra, visit www.arterracanada.com

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