

**Arterra Wines Canada Pays Homage to Niagara Wine Pioneer
with *The Audacity of Thomas G. Bright***

New VQA wine is an ode to explorers and mavericks who've been defying the odds for generations

September 16, 2019 - Toronto, ON - Today, Arterra Wines Canada announced a very special homage to one of its original founders, with the launch of the company's newest VQA wine *The Audacity of Thomas G. Bright*. In 1874, a young man named Thomas G. Bright had a bold idea: grow European grapes in Niagara, Ontario. In the face of countless challenges, from the soil conditions to the unique Canadian climate and an army of naysayers, T.G. Bright & Co. – his company – persevered, eventually importing hundreds of types of vines to Canada. His innovation and leadership were fundamental to the development of the Niagara wine industry, and his company eventually became part of the modern-day Arterra Wines Canada.

"Anyone who has ever enjoyed a glass of Canadian wine owes a debt to Thomas G. Bright," explains Andrea Hunt, senior vice president marketing, Arterra Wines Canada. "He was a bold risk-taker who defied the odds to build an industry from the ground up. With this new launch, we're thrilled to honour his legacy and raise a glass to all those who share his audacious spirit."

Since the beginning, Bright produced "limited edition" wines from small yields of experimentally grown grapes. In fact, he was one of the first to grow some of Europe's most prestigious grapes in Canada. Made from grapes grown in the Niagara Peninsula and the Okanagan Valley, the new VQA wines will celebrate his commitment to quality and innovation with two varietals:

- Chardonnay Sussreserve (\$16.95), is elegant with a golden-hue and notes of apple, beautifully balanced with subtle French oak
- Cabernet Sauvignon Merlot Blend (\$17.95) is aged in whisky barrels and has aromas and flavours of red fruits with a hint of spice and an exceptionally smooth finish

To bring to life Thomas' audacious commitment to "growing vines where others won't", the brand has recreated an underground vineyard in Toronto's PATH system. The out-of-home-installation will feature live vines and a barrel cellar. The activation runs between Roy Thomson Hall and St. Andrew Station until October 6.

The Audacity of Thomas G. Bright wines are available in Ontario (at both the LCBO and come November, at Wine Rack), and British Columbia (at BC Liquor Stores). Follow @theaudacitywine on Instagram to learn more.

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 Wines Canada, visit www.arterracanada.com