



MAGNOTTA WINERY MARKS ITS 25th ANNIVERSARY WITH YEAR-LONG CELEBRATION TO THANK CUSTOMERS

VAUGHAN, ONTARIO, December 8, 2015 –Twenty-five years ago, co-founders Gabe and Rossana Magnotta opened their first retail store in Vaughan and set off on a new path to produce wines and sell them directly to consumers. They wanted to be a better way to buy wine, offering the best value and selection without compromising on quality. Hoping wine lovers would give them a try, they sold their products for significantly less than comparable wines at the LCBO. It worked and made the company the iconic winery and success story it is today. Magnotta is now a major Canadian wine producer.

With five family-owned and operated vineyards in the heart of the Niagara Peninsula and expansive production facilities in Vaughan and Beamsville, the company oversees the quality of its entire winemaking process from harvesting, crushing and fermentation to vinification and bottling, earning the company over 4,500 awards for product excellence.

Most importantly, it continues to sell directly to consumers at winery-direct prices, growing from its first store in Vaughan to 13 independent locations in Ontario with over 180 different wines to satisfy any budget including one of the largest portfolios of VQA wines in Canada.

Over the years, Magnotta's relationship with the LCBO has also expanded and strengthened through various new brands it has launched at LCBO stores including G. Marquis, Kittling Ridge, Magnotta Iced Apple and Magnotta Small Batch Cider.

To thank customers for their patronage, Rossana Magnotta, CEO of Magnotta Winery Corporation, said the company is celebrating its 25th anniversary with a year-long campaign.

“Each month customers will find something new at our stores including a very special collection of 25th anniversary wines I've personally put together that will be released throughout the year. From table wines and premium wines to sparkling wines, each wine will be a new varietal or blend or something iconic from the past that we've brought back for a limited time to celebrate our history. The new products will be supported with in-store events, anniversary pricing and special promotions. We hope our customers enjoy this sense of surprise every month.”

About Magnotta Winery

Magnotta Winery is a proud, Ontario family winery and grape grower steeped in innovative winemaking and local history for 25 years. One of Canada's leading wine producers and the third largest winery in Ontario, Magnotta is Canada's most award winning winery with over 4,500 awards for product excellence. The company has more than 180 acres of vineyards in the heart of Ontario's Niagara wine region and over 351 acres in the Maipo Valley, Chile's most sought after grape growing region. With over 180 wines including VQA, premium and specialty wines and world-famous Icewines, Magnotta sells directly to consumers at winery-direct prices through its 13 independent stores in Ontario. It is also the only company of its kind in Ontario licensed to produce and sell wine, beer and spirits. For a look at Magnotta's 25-year history, go to: www.magnotta.com/Anniversary.aspx