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Attention Business Editors:

Vincor Canada Announces Plans for 100% VQA Dedicated Olympic Wines

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- Exceptional 2007 growing season enables expanded rollout of VQA Esprit(TM) -

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MISSISSAUGA, ON, April 2 /CNW/ - Vincor Canada ("Vincor" or the "Company"), the largest producer of VQA wines, is pleased to announce that it is ramping up its offering of VQA dedicated Olympic wines. In addition to Inniskillin's Vidal Icewine Commemorative Edition launched earlier this year, Vincor will be expanding the distribution of its VQA Jackson-Triggs Esprit(TM) wines and launching Sumac Ridge Tribute Sparkling wine this summer.

"We are ecstatic about the 100% VQA lineup of dedicated Olympic wines we will be offering leading up to the Vancouver 2010 Winter Games," said Vincor Canada's Vice President of Marketing, Estate Wines, Cathy Jacobs. "As a result of the exceptional growing season in 2007, as of July 1, 2009, all bottlings of Jackson-Triggs Esprit will be 100% VQA, hitting retail shelves over the latter part of the summer."

Bruce Walker, Executive Vice President, Government and Industry Relations added: "It was always our intention to offer a 100% VQA Olympic line-up when we first signed a six-year sponsorship agreement with the Vancouver Olympic organizing committee several years ago. However, the growing conditions in 2005 and 2006 were insufficient for meeting our volume requirements under our sponsorship commitment with a 100% VQA dedicated Olympic wine. We are certainly pleased that the 2007 yields will enable us to meet the rest of our commitment with an all VQA Olympic assortment."

Importantly, a portion of the proceeds from every bottle of Vincor's dedicated Olympic wines sold will support Canada's Olympic Team and the Vancouver 2010 Olympic and Paralympic Winter Games.

About Vincor Canada

Vincor Canada is the largest producer and marketer of wine and related products in Canada. The Company's leading wine brands include Jackson-Triggs, Sawmill Creek and Inniskillin, maker of the world's leading Icewine. The Company's products are produced at a family of estate wineries located in the provinces of British Columbia, Ontario, Quebec and New Brunswick. These wineries are supported by a national distribution network and dedicated sales and marketing team. The Company's wine brands are complemented by a variety of popular priced wines, wine kits (RJ Spagnols) and refreshment products.

Vincor Canada has a history that dates back to 1874. Its founding vision has been, and remains, to further the reputation and sales of Canadian wines in the premium, super-premium and ultra-premium categories, not simply at home but, as importantly, in the international marketplace. With an emphasis on quality grapes, the

Company has worked consistently to develop vineyards with the most sophisticated viticultural technologies, not to mention research capabilities.

Vincor Canada is a division of the world's largest wine company, Constellation Brands. Together with its agent, Churchill Cellars, Vincor Canada markets and distributes the wine products of Constellation Brands in Canada, including the Robert Mondavi, Nobile, Hardys and Banrock Station brands.

More detailed information on Vincor Canada's commitment to Canada's Olympic Team and the Vancouver 2010 Olympic and Paralympic Winter Games can be found online at: www.vincorcanada.com/olympics.htm

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