

PAIRS PERFECTLY

For Immediate Release
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Consumers to Enter the Debate on Wine Sales

- Pairs Perfectly Campaign to encourage voices to be heard in Provincial Election

Vineland, ON - Giving consumers voice in this election is the goal of the PairsPerfectly campaign launched today by the Wine Council of Ontario.

“Consumers have matured beyond Government in many ways,” said Hillary Dawson, President of the Wine Council of Ontario. “They certainly know that it’s time for Ontario to stop retrenching in the status quo, but they also know how they feel about where wine is sold. Our campaign will give consumers voice to the kind of change that is appropriate for our province.”

The campaign will feature its website www.pairsperfectly.com and will be supported by radio advertising across the province for the next four weeks with the first ad launching this week. It is expected that the campaign will have a large presence on Twitter as well through the @pairsperfectly voice.

“Consumers have been clear with us. They know that change is coming, but they are very certain on how they want it to come,” noted Dawson. “Change should be in a way that is complimentary to the LCBO and we agree. Change should also allow these same consumers the opportunity to have additional selection and shopping experiences in the way that they have experienced them in other provinces.”

The Pairs Perfectly website highlights a path forward for change and will be an important contrast for voters who, to date, have only been confronted by the two extremes of the status quo and those at the other end of the spectrum as put forth by the convenience store lobby.

“Why this option is important is because it is one that truly embraces the principles that the consumer wants - they want a range of shopping experiences in addition to those at the LCBO, delivered in a socially responsible way, and in a way that allows the government and the LCBO to grow its contribution to the economy without building more stores,” added Dawson. “We look forward to encouraging the consumer’s voice to be heard in this election.”

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