

## **CELLIER DES DAUPHINS**

1117 SAINTE-CATHERINE STREET OUEST, SUITE 802  
MONTREAL, QUEBEC H3B 1H9

---

**News Release**  
For immediate release

### **A FIRST IN ONTARIO**

#### **Cellier des Dauphins launches the two-glass 250 ml format of their Cuvée Prestige**

**Toronto**– Just in time for the cold winter months, **Cellier des Dauphins** has introduced an alternative format for its quality wine: the **250 ml bottle of Cuvée Prestige**. This is also the **first time the LCBO has carried a wine in this size**. Represented by Churchill Cellars Ltd. in Toronto, Cuvée Prestige is an *Appellation d'origine contrôlée* (AOC) red wine from France. The 250 ml Prestige gives wine lovers a new option--drinking **quality AOC Côtes du Rhône in moderation** from a bottle that contains the equivalent of two glasses.

**The new 250 ml format is unique.** Recognized worldwide for the quality of its wines, **Cellier des Dauphins** is known for innovation, and has created a niche for quality wine in small formats. “Consumer habits have changed considerably over the years,” says Samy Rabbat, Canadian Sales Director for Cellier des Dauphins. “The trend these days is to drink moderately, but still to enjoy quality products. Our new 250 ml format is the ultimate solution for wine lovers who want to drink in moderation, and is ideal for couples, singles and seniors. In addition, both consumers and restaurants find it a perfect size. It’s not only easy to carry, but also easy to open: its **screw-cap** ensures maximum freshness in each bottle.”

A recent study conducted by ***La Vigne*** magazine found that the screw-cap had a number of advantages. “Unlike cork-finished bottles, these can be stored vertically without affecting quality or ‘introducing a foreign flavour’ into the wine,” says Patrick Gallant, Director of Université du vin de Suze-la-Rousse in the South of France. “This feature is appreciated particularly by seniors and singles.”

Long recognized for its **health benefits**, red wine is now an integral part of many peoples’ lives. Many studies have shown that drinking two glasses of red wine per day decreases the risk of heart disease. Some studies have claimed it can decrease the probability of heart attacks by 50%, since moderate consumption of red wine increases the level of HDL (good cholesterol) in the blood. HDL gets rid of LDL (bad cholesterol), which causes hardening of the arteries and degenerative brain disease.

A bestseller in France, Cellier des Dauphins **Carte Noire** is the number one Côtes du Rhône in Ontario. Cellier des Dauphins sells more than 12 million of its 250 ml bottles and 60 million 750 ml bottles per year around the world. The key to its success is delivering high quality products at reasonable prices.

**Cuvée Prestige 250 ml** is a lighter style Côtes du Rhône with pleasant forward fruit character. It is a soft, easy drinking blend of traditional Rhône grape varieties (85% Grenache and 15% Syrah). A well-balanced palate with soft tannins follows black cherry fruit and light pepper aromas. Cuvée Prestige is available at the LCBO for **\$3.20 a bottle or in convenient six-packs for \$19.20.**

CELLIER DES DAUPHINS is the leading producer in the Rhône Valley with 3,600 vine growers, 11 wine-producing co-operatives and France's largest bottling plant.

Available products from Cellier des Dauphins in Ontario:

- **Cuvée Prestige**      +464669      250 ml      \$3.20
- **Cuvée Privée**      +384875      750 ml      \$11.65  
*New at the LCBO, 8 months in oak and 1 year in bottle.*
- **Carte Noire**      +110197      750 ml      \$9.20

**Gold Medal, Ottawa Wine & Cheese Show**

*"...fine cherry, vanilla and anise in a light summery style...Best buy".*

Gordon Stimmell, Wine Access.

-30-

## **PUBLIC RELATIONS :**

**Caroline Sabbagh**  
**CRÉA COMMUNICATIONS**  
**Telephone: 514-284-0402**  
[caroline.sabbagh@creacommunications.ca](mailto:caroline.sabbagh@creacommunications.ca)  
[www.creacommunications.ca](http://www.creacommunications.ca)