

PAIRS PERFECTLY

For Immediate Release
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Pairs Perfectly Campaign Building Momentum

- Pairs Perfectly Campaign builds momentum, launches second radio ad this week

Vineland, ON - Candidates in over 85 ridings so far have been told by their constituents that they want what consumers in other provinces already have - private sector wine stores, side by side with the provincial retailer to bring them better selection and convenience in a socially responsible way. Today the Wine Council released its second ad focusing on how a new approach can bring economic benefit for both the LCBO and the province.

“Provinces like BC have reaped the benefits of its partnership between the BC LDB and the private sector,” said Hillary Dawson, President of the Wine Council of Ontario. “In fact their partnerships have allowed them to deliver almost twice the dividend that the LCBO delivers to our province. Any new government needs to look hard at this approach that can satisfy both the consumer’s calls for socially responsible change and support Ontario’s economic goals.”

British Columbia’s Liquor Distribution Branch delivers a dividend of \$203 per BC resident to provincial coffers. In the same time period, the LCBO only delivered \$126 per person, the lowest per capita level in Canada.

The Pairs Perfectly campaign was launched May 13, 2014 to give consumers a voice in this election. The radio ads encourage voters to visit the Pairs Perfectly website www.pairsperfectly.com and sign up to let their local candidates know that they support this approach to modernizing our wine retailing system. The campaign has a large presence on Twitter as well through the @pairsperfectly handle.

“Consumers have been clear with us. They know that change is coming, and they are very certain on how they want it to come,” noted Dawson. “They know that they can have more than the status quo, but in a socially responsible way. We are pleased to give them a way to ensure their candidates hear their views.”

The radio ads are running in Toronto, Hamilton, London, Kitchener, St. Catharines and Ottawa for the next few weeks.

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