



Manitoba Liquor Control Commission

News Release

For Release: Friday, July 11, 2008

WAYNE GRETZKY NOW AVAILABLE AT SELECT LIQUOR MARTS

Want to dine with a celebrity? How about bringing Wayne Gretzky home for dinner?

Manitoba Liquor Marts presents two new wines from its celebrity wine selection: No. 99 Wayne Gretzky Meritage and No. 99 Wayne Gretzky Un-Oaked Chardonnay.

Steve McConnell, Liquor Marts Marketing manager says wines from 'The Great One' join a growing list of celebrity wines.

"People are attracted to the celebrity name, but at the end of the day, the wine has to be of good quality and attractively priced for the consumer," said McConnell. "We're excited to offer the No. 99 Wayne Gretzky wines; which are attracting attention elsewhere in the country and feel they will be popular addition to our growing selection of celebrity wines."

No. 99 Wayne Gretzky Meritage is priced at \$15.95 and described by the vintner as, "an artful blend of traditional partners Cabernet Sauvignon, Cabernet Franc and Merlot." The wine shows a savor mélange of damson plum and sweet cherry fruit aromas framed by complexities of cocoa and oak spice. Medium-full bodied and robust in the mouth, with black raspberry and cassis fruit in balance with moderate tannin on a long elegant finish."

No. 99 Wayne Gretzky Un-Oaked Chardonnay is priced at \$15.45 and is considered the flagship of Gretzky's wine portfolio. Vintner notes describe it "on the nose... shows tree fruit aromas of white peach and pear, fresh melon and floral notes of apple blossom. In the mouth, flavours of stone fruit, pear and dried apricot with mineral undertones carried on a soft, round texture."

In addition to the Gretzky wines, Liquor Mart customers will also find celebrity wines from golf greats Greg Norman and Mike Weir; fishing guru Bob Izumi; and the Andretti racing family. A selection of Elvis wines are available for the music lover and movie buffs can try a Marilyn Monroe wine or one of the wines from Dan Aykroyd's Discovery Series; or a selection from the Francis Ford Coppola winery.

Take home a celebrity wine from select Winnipeg and rural Liquor Marts. Customers are advised to check with their local Liquor Mart for availability.

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