

FOR IMMEDIATE RELEASE

ONE OF CANADA'S TOP WINE IMPORTERS ANNOUNCES CANADIAN PARTNERSHIP WITH PIPER HEIDSIECK AND CHARLES HEIDSIECK CHAMPAGNE

June 1st 2008
Vancouver, BC

Select Wine Merchants announces the addition as of June 1st, 2008 of **Remy Cointreau's Piper Heidsieck, World's #3 Champagne** and **Charles Heidsieck**, to its Portfolio of premium global brands.

Remy Cointreau will benefit from Select Wine Merchants 25 years of experience in the Canadian market, presence across Canada, experience with luxury brands, long history of building global brands & categories (such as Viña Concha y Toro, Baron Philippe de Rothschild, Gekkeikan, Lion Nathan Wine Group to name few).

"We are very excited about this national partnership with Remy Cointreau. Our goal at Select Wine Merchants has been to partner with wineries that can deliver the very best of quality, value and image for our customers - Piper Heidsieck and Charles Heidsieck exemplifies these qualities. We look forward to a strong and long lasting partnership. "

Pierre L. Doise – President & CEO, Select Wine Merchants

"My Personal experience with Select Wines is that they have the expertise to grow luxury brands in Canada and I am very confident in the effectiveness that this new relationship will provide for our Champagnes in Canada."

Jean Marie Laborde, CEO REMY COINTREAU.

"The choice of Select Wines was based on their capacity to build brands in prestigious selling on-premise accounts, contemporary premium outlets being the preferred venue for Charles Heidsieck, while more trendy and upscale accounts for Piper - Heidsieck. "

Alain Rouchaud, Remy Cointreau Zone Director Americas-Oceania.

About Piper-Heidsieck and Charles Heidsieck

Created in 1785, **Piper-Heidsieck** is the third biggest international champagne brand, rewarded with countless medals. With its promise of excellence, Piper-Heidsieck's Cuvée Brut was awarded the trophy for the best non-vintage brut champagne by the highly respected "International Wine Challenge" in London. Rosé Sauvage, Brut Divin and Cuvée Sublime complement the Extravaganza range and fulfil the same demand for quality.

« Unknown, except to those in the know», the wines of **Charles Heidsieck** are the fruit of exceptionally high requirements, they are the gem of a collection for a champagne aficionado. Year after year, due to its remarkable quality, this great Champagne wine has been rewarded by numerous trophies, gold medals, and high scores in the best wine guides.

About Select Wine Merchants

Select Wine Merchants is one of the leading privately owned wine import agencies in Canada. They represent key wineries from most wine producing countries, with annual sales close to 1 million cases. The company employs 60 people covering Canada from coast to coast who sell and market alcoholic products to the various provincial Liquor Boards, private retailers and licensed on-trade establishments.

For more information please contact:

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