

# Pillitteri to produce Team Canada wine for Olympics

Pillitteri Estates Winery has been chosen as the official wine supplier and partner of the Canadian Olympic Team and the Canadian Olympic Committee.

This partnership includes a branded Pillitteri wine for Team Canada. It also makes Pillitteri the exclusive wine partner of the Canadian Olympic Team, as well as the exclusive wine supplier to Canada Olympic House for the next three Olympic Games: Tokyo 2020, Beijing 2022 and Paris 2024. Pillitteri wine will be the exclusive wine poured at all Canadian Olympic events.

Pillitteri and the Canadian Olympic Committee are developing a brand label for the Team Canada red and white wines that are ready soon, with an icewine to follow.

Team Canada wines are slated for release in June 2019 at the Pillitteri winery retail store, provincial liquor boards across Canada, private wine retailers, grocery stores, Canadian duty free stores, and in restaurants and bars across Canada.

To support the Canadian Olympic athletes, C\$1.00 (US\$0.75) from the sale of each bottle of Team Canada wine will go directly to the Canadian Olympic Foundation.

A public celebration to mark the release of the Team Canada wine will take place at the Pillitteri winery on June 14.

Family owned and operated, Pillitteri Estates Winery is located in the Niagara-on-the-Lake region of Ontario, Canada.

It is the world's largest estate producer of icewine, exporting to 35 countries, and has won over 1,000 international and domestic awards.