



Fort Berens Estate Winery
launches marketing & sales partnership
with The Delf Group

Lillooet's first winery looks to expand distribution in British Columbia

JUNE 6, 2011 – LILLOOET, BRITISH COLUMBIA - Fort Berens Estate Winery and the Delf Group are pleased to announce a sales and marketing agreement commencing June 1st, 2011. The Delf Group will be responsible for the sales and distribution of the full range of Fort Berens wines to restaurants, private liquor stores, and wine shops in British Columbia. Through this partnership, Fort Berens intends to continue to develop relationships and work closely together with its retailers and restaurants in marketing its wines.

"After careful consideration, we selected The Delf Group because of a close fit in core values such as honesty, integrity, authenticity, fairness and the intention to exceed expectations," said Rolf de Bruin proprietor, Fort Berens Estate Winery. "We are both very focused on creating long term relationships with our retail and restaurant partners and providing them with outstanding wines at a fair price."

About the Delf Group

Since 1939 the Delf Group has introduced Canadians to wines from around the world and the Okanagan Valley that represent outstanding quality and value.

The Delf Group works with suppliers and producers from around the world and with Canadian Liquor Boards to take a hands-on approach in delivering outstanding wine at a fair price to the consumer. We have learned over the years that relationships based on honesty and integrity will stand the test of time. It's a small-company philosophy but we represent big-company brands and employ a team with extensive marketing and sales experience. There is an incredible world of wine that extends far beyond the mainstream and we aim to generate excitement about up-and-coming varietals and trends. The Delf Group is uniquely positioned to help introduce you to the brand leaders and to the wine stars of tomorrow.

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About Fort Berens Estate Winery

One hundred and fifty years ago the Hudson’s Bay Company began construction of Fort Berens on a sage-brush covered bench on the east side of the Fraser River, at Lillooet, British Columbia. This trading fort was to serve the thousands of prospectors who flocked to the Lillooet region in search of gold.

Located in the magnificent Fraser Canyon, that historic site is now home to Fort Berens Estate Winery, Lillooet’s first winery and vineyard. In keeping with the pioneering spirit of the Gold Rush era, we are creating a new and unique wine experience in British Columbia, offering superb, distinct, hand-crafted wines.

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Message to current customers:

Fort Berens Estate Winery announces the launch of a marketing & sales partnership with The Delf Group.

Fort Berens Estate Winery and the Delf Group have signed an agreement that as of June 1st, 2011, The Delf Group will be responsible for the sales & distribution of the full range of Fort Berens wines to restaurants, private liquor stores, and wine stores in British Columbia.

After careful consideration, Fort Berens has selected The Delf Group because of a close fit in core values such as honesty, integrity, authenticity, fairness and the intention to exceed expectations. Fort Berens and the Delf Group share the objective to seek mutually beneficial long term relationships with our retail and restaurant partners.

Through this partnership, Fort Berens intends to continue to develop relationships and work closely together with our retailers and restaurant in marketing our wines. The representatives of the Delf Group will maintain frequent contact to be in tune with your current needs and work with you to successfully market our wines. The founders of Fort Berens will continue their active roles in marketing our wines to support the growth of our and your business. Please do not hesitate to contact us.

Orders can be placed directly at winery or with your account manager. Container World will continue to ship our wines to your location. Fort Berens will continue to be the primary contact for the VQA stores.

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