



Shauna Hansen and Matt Thirlwell launch Vintage West Wine Marketing Inc.

Two of Western Canada's most respected industry professionals lead fresh thinking for winery representation throughout Western Canada.

For Immediate Release: Vintage West Wine Marketing Inc. will open their doors September 2009 with a mandate to represent and drive growth for the world's finest wineries.

Alongside winery suppliers, Vintage West will work on market strategy and development to build brands and provide organic growth across each of the Western provinces.

Specializing in the world's most noted wine regions, Vintage West launches as a small agency with a high degree of corporate wine experience, business disciplines and market savvy. The combined experience and willingness to become an integrated extension for small to medium sized wineries will yield true partnerships and long-term results-oriented representation for winery suppliers.

Co-founder Shauna Hansen opens this business following experience at globally recognized, Rosemount Estates, Foster's Wine Estates, Coors and Gallo. "After twenty years, I remain passionate about this business and saw an opportunity to create an agency that upholds the work ethic and values that reflect the passion and dedication of winemakers and family-owned wineries".

"The timing is ideal to bring something new to the market both for suppliers and customers. We are looking forward to building a new business and to building brands throughout Western Canada" added Matt Thirlwell, a seasoned industry professional with a keen palate who has built his wine career over the past decade with Southcorp Wines and Foster's Wine Estates.

Shauna commented, "We are proud of our expertise in the wine industry and in our abilities to develop channel strategies with key customer partners. Having worked with international wineries over the last two decades to develop, launch and manage their wine business in Canada, I'm thrilled to provide the type of service and business culture that I believe in, and hope to inspire a new generation of industry professionals. "

The agency is delighted to announce they have entered into partnership agreements with three internationally respected companies; Robert Oatley Vineyards, Australia, Cameron Hughes Wines, California and O:TU Estates, New Zealand. Vintage West is currently seeking additional winery partners who value experience and a true partnership approach to building the business.

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About Vintage West- Wine Marketing Inc. – Vintage West is a new wine agency in Canada that specializes in working with premium, regionally distinct wineries. Their expertise lies in their extensive industry knowledge, established relationships and a passion for the business. They are committed to working with principles to create highly customized market strategies that deliver results.

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