



FOR IMMEDIATE RELEASE

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Meet Handsome Brut: Sparkling wine's newest man about town

Handsome Brut VQA is now available in select LCBO stores and restaurants across Ontario—and at Niagara's Angels Gate Winery.

TORONTO — Move over, craft beer—there's a new beverage in store this summer. Handsome Brut, a deliciously dry Ontario sparkling wine, is on a mission to prove that bubbles are the perfect summertime tippie—and not just for special occasions.

Of course, clothes make the man, so Handsome Brut has been dressed in contemporary packaging that makes the bottle a welcome guest at any gathering, from parties to picnics.

"The name and packaging give you a hint that this wine is fun and approachable," says Sue McCluskey, one of the brand's creators.

And forget the dainty champagne flutes. Handsome Brut can be served in any vessel—the makers suggest a small draught glass.

"Men tend to have the misconception that sparkling wine is a feminine drink," continues McCluskey. "But the fact is, anything that goes well with beer will go just as well, if not better, with Handsome Brut."

This means that Handsome Brut is a perfect, unfussy match for game-day snacks and backyard barbecues, from spicy chicken wings and pizza to chips and pretzels.

"We're trying to show people just how versatile Ontario sparkling wine is, and that our local traditional-method wines are a terrific bargain over their more expensive, imported counterparts," she adds.

But don't let its friendly demeanour and non-Champagne price tag fool you: quality and heritage are at the heart of Handsome Brut's identity. It's produced with 100% Ontario Chardonnay grapes in the *méthode traditionnelle*—and aged for a full two years—at Angels Gate Winery in the Niagara region.

Handsome Brut is a partnership between Goods & Services, a Toronto branding agency, and Niagara's Angels Gate Winery.

About Goods & Services

Goods & Services is a full-service, independent creative agency specializing in branding. We uncover your brand positioning, use your positioning to create your brand strategy, and roll out that strategy into everything you communicate, from logos to brochures, ads, websites and videos. gsbranding.com

About Angels Gate

Located in Ontario's famed Niagara wine country, Angels Gate has been crafting award-winning wines for more than 10 years, combining traditional winemaking techniques with new-world technologies to produce wines with delicate balance, finesse and structure. To date, we farm more than 180 estate acres. angelsgatewinery.com

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MEDIA CONTACT

For more information, to request high-resolution images or to arrange an interview, please contact:

Sue McCluskey

info@handsomebrut.com

+1 416 703 9142

1 877 252 6837