

FoodiePages.ca Enables Canadian Wineries to Sell Online Direct to Consumers

TORONTO - August 26, 2013 – FoodiePages.ca, a Toronto-based startup connecting artisan food and drink makers directly with consumers via their ecommerce platform, launched its new wine marketplace today.

“With the recent changes in federal law permitting direct shipping, the timing is perfect for FoodiePages.ca to step in, as they do for local food producers, and connect artisanal winemakers with consumers,” says John Szabo, Canada’s first Master Sommelier. “Canadians can now access the country’s best wines directly in a single online marketplace.”

FoodiePages.ca will now connect wine lovers with some of the best small wineries across Canada. This increases awareness and extends the wineries’ direct distribution channel to consumers. Purchasing wine directly from the winery on the website cuts out third party distributors and retailers, which improves their bottom line and growth.

“Interprovincial barriers and stringent requirements make it difficult for small Canadian wineries to achieve the exposure that comes with having their product listed in government liquor stores,” says Shirley-Ann George, president of FreeMyGrapes.ca. “FoodiePages.ca is bringing more visibility to our country’s best winemakers through its innovative digital marketplace.”

A stellar line up of some of Canada’s best small lot wineries have joined the FoodiePages.ca marketplace for the wine launch, including Painted Rock Estate Winery, Blue Mountain Vineyards, Tantalus Vineyards, Eau Vivre Winery, Laughing Stock Vineyards, Tinhorn Creek Vineyards, Meyer Family Vineyards, Lang Vineyards, Orofino Winery, Flat Rock Cellars, Rosehall Run, Long Dog Winery, Lighthall Vineyards, Karlo Estates, Keint-he Winery, Norman Hardie Winery and Coyote’s Run Estate Winery.

“Selling direct is the most effective distribution for those of us producing small lots, and FoodiePages.ca is extending awareness and distribution for the highest quality Canadian estate produced wines,” says John Skinner, Proprietor, Painted Rock Estate Winery. “We are excited and proud to have our award-winning wines listed on FoodiePages.ca.”

About FoodiePages.ca

FoodiePages.ca is the online marketplace where you can discover and buy directly from Canada’s best artisan food and wine makers. It is based in Toronto.

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