



NEW ZEALAND WINE  
PURE DISCOVERY



**For Immediate Release  
March 28, 2009**

## **ARGENTINA AND NEW ZEALAND JOIN FORCES AS THEME REGIONS OF THE 2010 VANCOUVER PLAYHOUSE INTERNATIONAL WINE FESTIVAL**

**Vancouver, BC...**Tony Beatty, Vice-Chair of the Vancouver Playhouse International Wine Festival Board of Directors, announced today that Argentina and New Zealand will be the joint theme regions for the 2010 Vancouver Playhouse International Wine Festival. This partnership brings together two exciting New World wine regions, which between them produce an astounding range of varietals. This marks the first time that either country has been a theme region at the Festival.

Mr. Beatty made the announcement in the Cascades Lounge at the Pan Pacific during a morning press conference with representatives from Wines of Argentina and the New Zealand Winegrowers Association. Attendees received an early taste of what to expect in 2010 with demonstrations of tango dancing and a kapa haka.

"The Playhouse Wine Festival is an international event, and with two countries 10,000 km apart sharing the spotlight in 2010, the world of wine will be well-represented in breadth and depth," says Mr. Beatty. "We are truly thrilled to be working with these two organizations to bring their wines to the attention of British Columbia consumers and the Canadian wide trade."

"Bathed in sunshine with the breath-taking backdrop of snow-covered mountains our vineyards produce diverse and delicious wines. These are very interesting times for the wines of Argentina," says Susan Balbo, President of Wines of Argentina. "Our producers have taken up to the challenge of making incredible wines at different price points and the world is embracing them with gusto."

"The jewel in the crown of the wine scene in North America is the Vancouver Playhouse International Wine Festival and the New Zealand wine industry is very excited to be chosen to co-host with Argentina," says Philip Gegan, CEO, New Zealand Winegrowers. "We see this as an opportunity not only to support a worthy cause but also to provide a platform for people to discover more about our premium wines and regions. Argentina has a fine winemaking history and produces wines that are complementary to New Zealand wines. We are looking forward to working together to provide a unique atmosphere at the 32nd Vancouver Playhouse International Wine Festival."

The Vancouver Playhouse International Wine Festival, Canada's premier wine show, runs from **April 19-25, 2010**. The Playhouse Wine Festival is one of the biggest and oldest wine festival events in the world, with a total attendance reaching 25,000 at this year's 61 Festival events. In 2010, the global focus will be Rosé.

The hub of the Festival is the International Festival Tasting Room at the Vancouver Convention Centre where hundreds of wines are available for sampling at three public and two trade-only tasting sessions. The Festival features a week of special events including a gala auction, wine seminars, wine minglers, winery dinners, lunches and brunches at fine local restaurants and hotels.

The Playhouse Wine Festival is produced by the Vancouver Playhouse International Wine Society, which has three mandates: provide an informative, educational and entertaining wine experience for consumers and trade; be a premier marketing opportunity for the wine industry and festival partners; and raise funds for the Playhouse Theatre Company. Since its inception in 1979, the Festival has raised over \$6.7 million to enable Western Canada's leading theatre company to mount 215 productions and develop extensive community outreach and educational programs.

The Vancouver Playhouse International Wine Festival is presented by The Shore Club. For more information and complete festival details visit the website at [www.playhousewinefest.com](http://www.playhousewinefest.com).

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