



FOR IMMEDIATE RELEASE

THIS HOLIDAY SEASON, WHY NOT STUFF YOUR STOCKINGS WITH PRACTICAL GIFTS THAT WILL ALLOW FAMILY AND FRIENDS TO FULLY SAVOUR THEIR WINE?

THE VINEARIUS COLLECTION

A NEW LINE OF WINE ACCESSORIES TO COMPLEMENT THE DECANTUS®

MONTREAL, AUGUST 22, 2011: – Distribution Vinearius, the company behind last year’s highly popular **DECANTUS®** wine aerator, has come up with more great gift ideas this holiday season, courtesy of its new **VINEARIUS COLLECTION**, a competitively-priced, high quality line of private label wine accessories that are sure to thrill both full-fledged and would-be wine connoisseurs.

The new **VINEARIUS COLLECTION** includes everything from corkscrews for uncorking wine, the **DECANTUS®** for aerating it, steel ice cubes for chilling it, and a wine saver pump for keeping it fresh. The gift of fresh, perfectly chilled, great tasting wine, every time!

POINTS OF SALE

The **VINEARIUS COLLECTION**, including the **DECANTUS®**, can be found in some 200 speciality shops, vineyards and restaurants across Quebec. Visit www.vinearius.com for a retailer near you.

ABOUT DISTRIBUTION VINEARIUS INC.

Distribution Vinearius is a Quebec company that has been established in Blainville, Quebec since February 2010. The firm distributes the **DECANTUS®**, a wine aerator that reveals the fullest flavour and bouquet of wine in seconds. In fact, a study of nine sample wines concluded that using the aerator reduced their free sulphite content by 56%. As part of its environmental commitment, Distribution Vinearius uses packaging made from recycled materials by a Quebec firm. **VINEARIUS COLLECTION** products are distributed to some 200 retailers across Quebec.

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THE VINEARIUS COLLECTION
THE PERFECT STOCKING STUFFERS FOR CHRISTMAS

- **SPEED-PULL DECORKER**

The compact Speed-Pull Decorker Corkscrew has a built-in foil cutter and rubber grips that will open any bottle of wine in seconds.

SUGGESTED RETAIL PRICE: \$59.95

- **DOUBLE POWER WAITER'S CORKSCREW**

Made in Italy, the Double Power Waiter's Corkscrew features a two-step extraction system with two enmeshed boot levers, hinged on the same rivet. Teflon® spiral.

SUGGESTED RETAIL PRICE: \$19.95

- **STAINLESS STEEL WINER SAVER – PUMP AND TWO STOPPERS**

The Stainless Steel Wine Saver System keeps any opened bottle of wine fresh by preventing oxidation, allowing you to enjoy its full taste and aroma for days.

SUGGESTED RETAIL PRICE: \$24.95

- **ORIGINAL STAINLESS STEEL ICE CUBES**

Dilution-free ice cubes are a perfect way to chill your glass of wine without watering it down. Simply keep them in the freezer inside the handy two-piece tray for around 8 hours.

To maintain the temperature of your wine, place a cube in your glass for a few minutes. To chill wine that is at room temperature, use two cubes. Wine is chilled by over 20 degrees in only 6 or 7 minutes, which means you get to enjoy perfectly chilled wine, anytime!

SUGGESTED RETAIL PRICE: \$49.95

- **WINE LABEL SAVERS**

Who says albums are just for photos? Wine collectors can now easily remove their wine labels from the bottle with these wine label savers and put them in their wine cellar album.

SUGGESTED RETAIL PRICE: \$13.95 FOR 15 LABELS

For those who are undecided or who prefer gift sets, Distribution Vinearius is one of the few companies in the business to offer gift sets of its Collection products.

- A gift set that includes a Double Power Waiter's Corkscrew, a Stainless Steel Wine Saver, and VacuVin® Crystal Wine Servers.

SUGGESTED RETAIL PRICE: \$44.95

- A gift set that includes a Speed-Pull Decorker, a Stainless Steel Wine Saver, and VacuVin® Crystal Wine Servers.

SUGGESTED RETAIL PRICE: \$84.95

The **DECANTUS®** is also backed by science. Designed in California, it harnesses the Bernoulli principle, whereby the reduced pressure of a stream of fluid (in this case, wine) draws airflow through thin diagonal, tubes inside the aerator. The **DECANTUS®** produces thousands of very fine bubbles which immediately aerate the wine to reveal its fullest flavour and bouquet. In fact, a study of nine sample wines concluded that using the aerator reduced their free sulphite content by 56%.

The **DECANTUS®** comes in two varieties:

- **CLASSIC DECANTUS®**: a 5-piece set with aerator, base, cleaning brush, sediment screen, and velvet storage pouch.

SUGGESTED RETAIL PRICE: \$99.95

- **CONNOISSEUR DECANTUS®**: a 6-piece set with aerator, base, cleaning brush, sediment screen, table stand, and velvet storage pouch.

SUGGESTED RETAIL PRICE: \$119.95

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