

New Canada Post Stamps Highlight Canadian Wine and Cheese Industry

Set of four domestic stamps recognize world-class reputation

Niagara-on-the-Lake (August 23, 2006) – In a tribute to the international recognition and quality of Canadian wines and cheeses. Canada Post has launched a set of four domestic stamps which they unveiled today at Inniskillin Wines in Niagara-on-the-Lake. The set is available for sale in post offices across the country beginning today.

In the past decade, Canadian wines have garnered awards at important international wine festivals such as Vinexpo in Bordeaux, France; Vinitaly and the International Wine Competition in London, England. According to the latest Statistics Canada data, 190 wineries produced shipments worth almost 800 million dollars and continue to draw international attention and awards for both table wine as well as Icewine.

“We are very pleased that Canada Post has taken the initiative to create a set of stamps that showcase the growth and achievements of the Canadian wine industry,” said Bruce Walker, Chair and CEO of the Canadian Vintners Association.

Canada is also considered one of the greatest cheese producing nations in the world. The industry, comprised of approximately 200 manufacturers who produce more than 300 varieties of cheese, has achieved world-class status through international awards, particularly with Canadian cheddars. In 2004, annual cheese consumption in Canada hit 11.97 kgs per person.

“The Dairy Farmers of Canada are very excited to have the fine Canadian cheeses that are produced from coast to coast highlighted on these stamps”, said Gianna Ciancio, Marketing - Business Development & Sponsorships for the Dairy Farmers of Canada.

John Polak, General Manager of Operations for the Huron/Rideau area of Canada Post, noted the importance of both the wine growing regions of Canada and many significant dairy areas.

“Each year we attempt to capture Canada and what it means to be Canadian and showcase it for the world in the stamps we issue,” said Polak.

Stamp designer Derwyn Goodall’s approach was to make the wine and cheese stamps as elegant and sophisticated as possible. Working with photographer Robert Wigington, the duo used industry accessories such as glasses and cheese cutters to create a rich and tasteful look (much like the subjects themselves). Goodall adds that the designs were driven by shape, giving the stamps the authentic look and feel of cheese and wine labels.

These stamps will be available for purchase at post offices across the country on August 23, 2006. The stamps measure 41 mm x 30 mm (octagon) and 37 mm x 39 mm (cone shape) and will be sold in booklets of 8 stamps. Lowe-Martin printed 5 million of the self-adhesive stamps on Tullis Russell Coatings paper using lithography in 9 colours. The stamps are general tagged on all sides with kiss cut perforations. The Official First Day Cover cancellation will read: ST. CATHARINES ONTARIO.

Stamps and Official First Day covers will be available at participating post offices, can be ordered online by following the links at Canada Post's website www.canadapost.ca, or by mail-

order from the National Philatelic Centre. From Canada and the USA call toll-free: 1 800 565-4362 and from other countries call: 902 863-6550.

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