



## **Bread & Butter Wines and Vintage West Wine Marketing Raise Funds to Help Local Food Banks in BC and Alberta**

One of California's fastest growing brands, Bread & Butter Wines and Western Canadian Wine and Spirits Agency, Vintage West Wine Marketing have combined forces to help families in need in BC and Alberta. Launching on May 1<sup>st</sup>, donations to local Food Banks are being made to help those families struggling due to Covid 19. Upfront donations of \$1000 each were made this week to the Greater Vancouver Food Bank, Victoria Mustard Seed, Calgary Food Bank and Edmonton Food Bank. In addition, \$0.50 per bottle sold in the months of May and June will be donated to a maximum of \$15,000 in Western Canada.

'Bread & Butter is one the hottest brands in Canada and the wines are resonating with consumers across the country. The name itself conjures up comfort and dependability. The message is one of simplicity, we have all returned to a simpler life, enjoying simpler things and need to help one another as much as possible. We are fortunate to be in an industry that is sustaining itself right now and we have an opportunity to contribute to those in need at a difficult time' said Shauna Hansen, Managing Partner at VWWM.

'The response from our retail partners has been incredible, everyone wants to jump on board and help with this amazing cause. It's a tremendous opportunity to give back to those in need,' added Matt Thirlwell, VWWM Managing Partner.

Please watch for ongoing updates via Vintage West social media.

Instagram – @vintagewestwine

Twitter - @VWWine

For further information on this exciting campaign, please contact Matt Thirlwell – [mthirlwell@vwwinemarketing.com](mailto:mthirlwell@vwwinemarketing.com)

### **About VWWM:**

A professional, agile, back to basics selling and marketing organization grounded in global corporate wine and disciplines, Vintage West is responsive to both customer needs and market conditions. VWWM creates true partnerships with suppliers in order to provide the best representation in the industry while ensuring mutually beneficial long-term relationships.