



## **ARTERRA WINES CANADA GROWS ITS FOOTPRINT IN THE NIAGARA REGION WITH THE ACQUISITION OF VIN FIRST, A LEADING PACKAGING COMPANY**

**Mississauga, ON (June 7<sup>TH</sup>, 2021) – [Arterra Wines Canada, Inc. \(AWC\)](#) announced today they have acquired [Vin First Inc.](#), located in St. Catharines, Ontario.**

VinFirst is a leading Canadian canning and Tetra™ packaging company, specializing in the beverage-alcohol industry with a passion for seeing wines, ciders and cocktails embraced in these exciting new formats.

“We’re proud to join the team at Arterra because of both their deep-rooted history in the Canadian wine industry, but with similar values, they are committed to carrying on our vision of innovating packaging solutions to meet consumer needs,” said Kevin Ruddle, vice president, operations, Vin First, Inc.

The addition of VinFirst into the Arterra family of companies, allows them to continue to diversify packaging of consumers’ favourite brands, like Bodacious, BASK, Naked Grape, Growers Cider, Good Fortune and In Good Order, in cans and Tetra™ convenient and portable formats, people are looking for.

With roots in the Niagara region for over 140 years, Arterra Wines Canada, a leading Canadian wine company, is proud to continue to invest and expand their local footprint.

“By purchasing VinFirst, we are continuing to grow our capabilities in cans and Tetra packaging to innovate and meet our consumers’ needs,” said Jay Wright, president, Arterra Wines Canada, Inc. “as a leading Canadian company, it’s important for us to continue to invest in the local community and to support the growth of the Ontario wine industry.”

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### **About Arterra Wines Canada, Inc.**

**Arterra Wines Canada, Inc.** is the country’s leading producer and marketer of award-winning, globally recognized Canadian and imported wines.

With roots dating back to the original Niagara Falls Wine Company in 1874, Arterra’s family of wines has grown to include over 100 wine brands, including seven of the top 20 brands in Canada: *Jackson-Triggs*, *Inniskillin*, *Sawmill Creek*, *Wallaroo Trail*, *Woodbridge by Robert Mondavi*, *Ruffino* and *Kim Crawford*. In



the last five years, the company's portfolio has received over 1,500 accolades and awards in national and international wine competitions.

Headquartered in Mississauga, Ontario, Arterra operates nine wineries across the country, with over 1,700 acres of premium vineyards in Canada's wine regions. Arterra also owns the Wine Rack stores in Ontario and sells wine kits for winemaking through its RJS Craft Winemaking brand. It employs approximately 2,000 full-time and part-time staff across the country.

For more information about Arterra Wines Canada, Inc., visit [www.arterracanada.com](http://www.arterracanada.com).

### **About Vin First Inc.**

Located in St. Catharines, Ontario, **Vin First Inc.** is a leading canning company with ownership of TetraPak™ assets utilizing the Tetra Prisma™ packing line for beverage alcohol. A passion for seeing the beverage-alcohol products embraced in exciting formats, is the common denominator for the people at VinFirst. Their collective experience in the science of packaging, marketing and quality control, offers a team of innovative thinkers unrivalled in the industry.

For more information about Vin First, visit [www.vinfirst.com](http://www.vinfirst.com)

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