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No Jewelry, No Flowers, No Chocolate: A New Survey By Inniskillin Wines Reveals What Canadian Couples Really Want This Valentine's Day

RELATIONSHIP EXPERT NICOLE MCCANCE SAYS DITCH THE USUAL GIFTS AND FOCUS ON THOUGHTFUL EXPRESSIONS AND SPENDING QUALITY TIME TOGETHER

From President Ronald Reagan's iconic letters to his wife, to Spike Jonze's dotcom interpretation in the movie *Her*, love letters have played an important role throughout history. According to a new survey by Inniskillin Wines, 90% of Canadians appreciate handwritten expressions of love but only 13% would want to receive a love letter on Valentine's Day. Are Canadians afraid of romance?

Inniskillin Wines are perfect for pairing and as a brand that celebrates Canadian couples who have stood the test of time, they teamed up with relationship expert Nicole McCance who reveals her top five tips for how Canadian couples can find unique ways to reconnect this Valentine's Day.

"I was shocked to hear that while Canadian couples recognize traditional forms of communication, like love letters, they seem to be afraid of embracing them," said McCance. "A common complaint I hear from couples is they feel disconnected because they don't have time for each other, so I've come up with some ideas to help them strengthen their bond."

NICOLE MCCANCE'S TIPS FOR RECONNECTING THIS VALENTINES DAY

1. In the enduring words of Madonna, express yourself.

We rarely make time to let our partner know how much they mean to us. Take this special day to remind them what you love about them and what you are thankful for in a handwritten letter or card.

2. Ladies, it's not all about you.

This day is not just about you, princess. Men need to be appreciated, too. Ladies need to stop wondering what he has planned and surprise him with something just as special. The key to an enduring relationship is give and take.

3. Learn your partner's communication style.

Typically, there are five ways to connect with your partner: words of affirmation, acts of service, physical touch, gifts, and quality time. This Valentine's Day, find out what your partner's preference is and don't forget to communicate yours.

4. Home is where the heart is.

Set up a picnic in your living room with a bottle of the 2012 Inniskillin Niagara Estate Series Pinot Noir or the 2012 Inniskillin Niagara Estate Series Riesling-Pinot Grigio, a charcuterie board, and a selection of local and artisanal cheeses.



5. Take it personally.

Jog your memory for things she or he has been talking about. Why not purchase the book he's been dying to read, so he can read it with you in bed? She's been waiting for her out-of-budget perfume to go on sale for a while now – why not surprise her with it?

ADDITIONAL SURVEY STATISTICS

- Over half (53%) of Canadians typically enjoy wine on Valentine's Day; 33% agree wine allows couples to unwind and enjoy their evening together.
- Less spent might mean more: only 8% of Canadians want to receive jewelry, 11% want to receive chocolate and 14% want flowers.
- 46% of Canadians recognize that while Valentine's Day is a Hallmark holiday, they still like it and 63% agree that they would be disappointed if their partner did not recognize Valentine's Day.
- Over half of Canadians (63%) agree that a letter is more meaningful than something purchased and it allows people to express raw emotion that may be difficult to express in words.
- While 44% of Canadians would feel happy if their partner wrote them a letter, over half of Canadians (52%) would feel surprised, excited or even embarrassed.
- Over half of Canadians (53%) haven't received a handwritten expression in five years or more.

The 2012 Inniskillin Niagara Estate Series Pinot Noir and the 2012 Inniskillin Niagara Estate Series Riesling-Pinot Grigio are available at the LCBO.

About Inniskillin Wines

Inniskillin Wines, established in 1975 by co founders Donald Ziraldo and Karl Kaiser, is Canada's premier estate winery producing truly distinctive VQA wines from premium grape varieties grown in Canada's two main wine regions. With vineyards in both the east and the west, Inniskillin is led by winemaker Bruce Nicholson in Niagara and Sandor Mayer in the Okanagan. Inniskillin is internationally recognized for both Icewines and table wines and extremely proud of the vast collection of awards and accolades including the 2012 Top Canadian Producer International Wine and Spirits Competition, London, U.K. The iconic Inniskillin Icewine can be found in 73 countries and is the number one selling wine in duty free stores. Inniskillin became part of the world's leading premium wine company, Constellation Brands, in 2006

For more information, visit www.inniskillin.com.



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