



**CANADIAN WINE INDUSTRY VETERANS LAUNCH GENERATIONS WINE COMPANY**  
***Allan Jackson & Andrew von Teichman introduce 'Union', their first VQA release***



*Jackson, left and von Teichman*

For Immediate Release – July 8, 2010 (Toronto, ON) Canadian wine industry pioneers **Allan Jackson**, co-founder of Jackson-Triggs Estate Winery, and **Andrew von Teichman**, a former Vincor Canada and Pelee Island Winery executive, have joined forces to launch the **Generations Wine Company** and will launch their first Ontario VQA brand release called '**Union**' in August 2010. As a "virtual" brand with no winery and no vineyards, the Generations Wine Company have sourced premium VQA wines from a number of Niagara wineries, and have produced a red and a white blend. The wines have

been made by Jackson in a new-world style, to exemplify what Ontario does best. The blended wine content, modern package with a screw cap closure and an attractive retail price (LCBO, \$13.95 Union White VQA #197145 Union Red VQA #197152) aim the wines to appeal to a younger demographic (aged 20-35).

"We are very proud to announce this new venture, and launch this new chapter in our careers within the Canadian wine industry," says Allan Jackson, co-founder, Generations Wine Company. "Our intent with the Generations Wine Company is to take a hand-crafted approach to creating a contemporary, classic wine in an unorthodox fashion," says Allan Jackson.

"Using our combined expertise and experience, Allan and I have guided every element of this new venture – from blending the wine, to developing the visual aspects of our new brand," says Andrew von Teichman, co-founder, Generations Wine Company. "We've both gone from being key managers of Canada's largest wine company to the only staff of Canada's newest wine company. Thus far, the process has been extremely rewarding," he continues. "We're looking forward to introducing our first release."

To purchase Union wines, please look for it in LCBO stores next month (Union White VQA #197145 Union Red VQA #197152). Visit Union online at [www.unionwines.com](http://www.unionwines.com).

For more information or interview opportunities, please contact Leeann Froese  
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## **Generations Wine Company**

### **Partners Background:**

#### **Allan Jackson**

Allan Jackson first began studying wines in 1970. In 1981, Allan became the Technical Director of Ridout Wines, Labatt's Canadian wine division. As Executive Vice-President of Ridout, Allan initiated and led a management buy-out of the Ridout Wines division from Labatt in 1989, leading to the formation of Cartier Wines & Beverages. Jackson, along with Donald Triggs, launched Jackson-Triggs Vintners in 1993. Their ascent within the wine industry was remarkable, with Jackson-Triggs becoming the largest-selling and most-awarded wine brand in Canada within 5 years. In 1994, Cartier merged with Bright's Wines, leading to the birth of Vincor International, which went public in 1996 and eventually grew to become the eighth largest winery in the world before being acquired by Constellation Wines in 2006. As of March of 2009, Allan retired from his position at Vincor Canada, and is now the principal of Allan Jackson Fine Wine Consulting and the Niagara Wine Exchange, Canada's first VQA wine brokerage. Allan remains the Chairman of the R&D Committee of the Cool Climate Enology and Viticulture Institute [CCOVI] at Brock University and is a member of the Viticulture Assessment Committee of the Ontario Centers of Excellence, as well as a Board Director of Vinifera For Life of Jordan, On. Allan has been a member for more than 35 years of both the American and Canadian Societies of Enology and Viticulture. He was named the 2009 Recipient of the Lifetime Achievement Award by CCOVI/Cuvee. In 2010 he was inducted into McMaster's alumni gallery of distinction.

#### **Andrew von Teichman**

At the age of 16, Andrew von Teichman started his career at family owned Pelee Island Winery, in Leamington, Ontario. While studying at Huron College, at the University of Western Ontario, Andrew continued to work at the winery in marketing, designing the first e-commerce wine web site in Canada, followed by a full time role in on premise (restaurant) sales after graduating. In 2001, Andrew earned his sommelier certification from the International Sommelier Guild and spent the next four months on exchange in New Zealand, working at Cooper's Creek winery. With a strong hands on and technical foundation, Andrew focused the family winery on the highest environmental standards in the Canadian Wine business, sitting on the Wine Council of Ontario's sustainability committee, which founded the standards for which all WCO member wineries strive for today.

Between 2002-2004, Andrew successfully led Pelee Island Winery in tenders with multi-unit restaurant chains such as Cara, Prime Restaurants, Mandarin and Canada's National Railway, VIA Rail. With consistent 20-30% year over year sales increases and winery sales in excess of 250,000 9L cases, the von Teichman family sold its interest in the business and soon after Andrew joined Vincor Canada, a Constellation Company as key account manager, on-premise. After successfully negotiating a three year national agreement as core wine supplier to Cara (Swiss Chalet, Montana's, Milestone's and Kelsey's) Andrew was promoted to lead Vincor's LCBO retail key account team. For the next two plus years, Andrew managed the annual sales and merchandising of over 2 million 9L cases, with a multi-million dollar budget to promote leading brands like Jackson-Triggs, Inniskillin, Naked Grape, VEX, Toasted Head and Kim Crawford. His hard work and strong relationships built over this time earned him a prestigious LCBO Elsie Award for partnership in 2009, in the same year he proudly won the Tony Aspler Blind Tasting Challenge vs. leading industry competitors. In September, 2009, Andrew resigned from Vincor to start Von Terra Enterprises Ltd, a wine, spirits and beer importing agency aimed at bringing innovative suppliers to the Ontario marketplace.

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