Introducing you to Castoro de Oro Estate Winery’s Premium Wine in Can. Castoro de Oro first released Wine in Can in June 2020, and the results are amazing! Critics highly enjoy them and they’ve received a lot of media attention and great scores. And consumers absolutely love these single serve, take anywhere wines. Castoro de Oro did a 2nd release in late 2020, a bigger than ever third release in July 2021, including Chardonnay in can for the first time, and the fourth release in April 2022.

* Packaged in perfect RTD (Ready To Drink) single serve 250 mL cans.
* Same award winning wines as in 750 mL bottles.
* **All Castoro de Oro wines are made from 100% BC South Okanagan Valley grapes.**
* Not sparkling, not sweet, these are “still” wines to enjoy every day.

With the warm weather here and more on the way, people are anxious to get outdoors; golfing, camping, hiking, picnics, kayaking, etc., our great selection of RTD Wines in a Can are the perfect choice for these outdoor activities in so many ways. Cans are easy to keep sanitary, they are pleasant to drink straight from too, so there is no *need* to provide glasses on the golf course or carry glasses around on other outdoor excursions. However since they **are** premium wines they are certainly *deserving* of fine glassware, if the situation allows. So go ahead pop a can; pour, swirl, sniff and sip the terroir of the Golden Mile.

Castoro de Oro offers wine in can in all three colours and they are AVAILABLE in BC and ALBERTA fine retailers, among them many fabulous golf clubs including; Predator Ridge Golf Resort, Fairmont Banff Springs Golf Course, Beach Grove Golf Club, Morningstar Golf Club and so many more.

* **Heart of Gold** (white blend)  **BC** SKU 95290 **AB** SKU 952900
* **Heart of Gold**  **BC** SKU 495146 **AB** SKU 951460

  **Pinot Duetto Rosé** (dry)  **BC** SKU 95287 **AB** SKU 952870

  **Merlot BC** SKU 95293 **AB** SKU 952930

 **Same great wine, now packaged to take anywhere!**

**Wine In Can?** Yes, and why not? A fantastic new and convenient way of taking a wine to places you normally have issues or difficulties with traditional glass bottles. Wine In Cans are the fastest growing wine segment in the USA, and are **not** just a trend. Just like Beer in Can, Wine in Can is here to stay! And the trend is expected to flourish in 2021 and beyond, with consumers asking for a more convenient and safer way of taking a wine just about anywhere. An excerpt from a report by **Al Hudec, Farris LLP, Vancouver / Kelowna: *The State of BC Wineries: Planning for Summer 2021 and Beyond (March 1, 2021) – Give customers what they want*** says:*“Rethink your attitude to alternative packaging. Increasingly, consumers are demanding the convenience of wine in cans, bags and boxes, and in smaller single serving containers. These forms of alternative packaging are … more convenient and more energy efficient.”*

And in case it’s been awhile since you’ve heard about Castoro de Oro Estate Winery:

**Castoro de Oro Estate Winery** was **VOTED** ***WINNER BEST WINERY OF THE SOUTH OKANAGAN!!!*in late fall of 2020 AND late fall of 2021**!
Not an easy accolade to achieve, with the great number of world-class producers in the area, but it also comes as no surprise, and here's why!

Not only do the Castoro de Oro wines offer ***superb value*** for money but, they are one of the first BC Wineries to successfully launch premium **red, rosé and white** in a 250 ml can format, staying ahead of one of the great trends in BC’s Wine Industry! Plus this family owned and operated winery handles everything with attention to detail from grapes to glass or can. And they are no newcomers, the estate vineyard was planted in 1980 and they just celebrated their 16th year anniversary as a winery, and their wines are selectively available in BC, Alberta, Saskatchewan and Ontario fine retailers, and are very proud and excited to be served onboard Air North flights.