FOR IMMEDIATE RELEASE

June 26, 2021

Wine Lovers Go Live for Five Hours on International Rosé Day

Carl’s Wine Club Hosts Virtual Rosé Marathon

**West Kelowna, BC — June 26, 2021 —** Several hundred Canadian wine lovers tuned in for a live virtual event that spanned over five hours to celebrate International Rosé Day on June 25, 2021.

Carl Boucher, founder of Carl’s Wine Club, was live on [Facebook](https://www.facebook.com/carlswineclub/live), [Instagram](https://www.instagram.com/carlswineclub/) and [YouTube](https://www.youtube.com/channel/UC16lUNGvv6njSkowvPg2Srg) with over 20 Canadian Rosés. The virtual event aimed at wine lovers across Canada and around the world had over 5 hours of live wine reviews, interviews with wineries, and prize giveaways.

**“Canadian wines are at a world-class level, and it was fascinating to see the differences in Canadian terroir by tasting Rosés from across the country,”** says Carl Boucher, Founder and Chief Wine Officer of Carl’s Wine Club. Terroir includes not only the soils and climate of a region, but also the winemaking skills and philosophy of the people that live, make and enjoy wine there. Canada now has nearly 1000 wineries, with the largest growth in the sector in the last 10 years. Understanding Canadian terroir and what we have to offer to the world through wine is a part of understanding our identity, our sense of place, and our connectedness as Canadians.

Now that more wine lovers are discovering that many Canadian wines are world-class, smaller wineries are finding it hard to keep their wines in stock. Some wineries sell out before their wines even hit the liquor store shelves, which makes it difficult for wine lovers to discover them. Enter Carl’s Wine Club, featuring a new winery each week, and allowing wine lovers to truly connect with the story and people behind each winery through live events, a private virtual community, and curated wine tasting packs.

# Wine Lovers Invited to Connect

Anyone can tune in to similar future events for free at Carl’s Wine Club’s [Facebook](https://www.facebook.com/carlswineclub/live), [Instagram](https://www.instagram.com/carlswineclub/) and [YouTube](https://www.youtube.com/channel/UC16lUNGvv6njSkowvPg2Srg) channels. Wine lovers are invited to stop by the community-oriented virtual events to learn more about Canadian wines in a fun, interactive way.

# About Carl’s Wine Club

Founded on Canada Day in 2020, Carl’s Wine Club is free to join and features a different Canadian winery each week via social media and e-mail. Members can learn more about each winery and have the option to purchase a tasting pack from that winery. With over 4,000 members across Canada, Carl’s Wine Club is growing quickly and promises to be a game-changer for the Canadian wine industry.

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