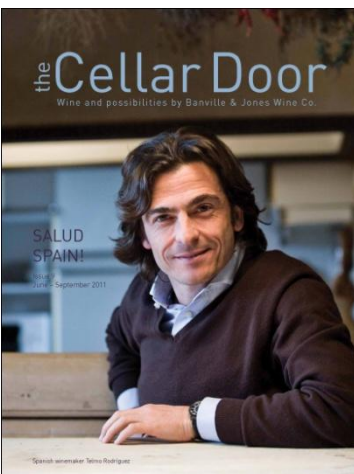


Press Release: May 10, 2011

In its 3<sup>rd</sup> year of publication, *The Cellar Door* magazine takes a giant leap towards its future as Manitoba's foremost luxury lifestyle publication. On April 28, the team at *The Cellar Door* magazine received the **People's Choice Consumer Magazine of the Year Award** at the **Manitoba Magazine Publishers' Association 2011 Maggie Awards**, in what CBC's Terry McLeod termed a "landslide win," with double the votes of any other magazine nominated.

*The Cellar Door* magazine is a partnership between Poise Publications Inc, a niche publisher of custom luxury magazines, and Banville & Jones Wine Co., a private wine store that specializes in promoting wine education and lifestyle. "*The Cellar Door* team is a perfect balance of publishing and wine experts," says Lisa Muirhead, Editorial Director of Poise Publications. "Banville & Jones's eight Sommeliers coordinate their wine travel to our publishing schedule years in advance, so we are able to really get people on the ground in each region, searching for the current trends in every wine hub."

*The Cellar Door* magazine launched in October 2008, and is the only wine lifestyle magazine published in Winnipeg that caters to the local market, featuring wine and product available in Manitoba. Each issue is structured around a specific wine region, with regionally themed travel, food and wine pairing, interviews, and wine industry trends. Tina Jones, President of Banville & Jones Wine Co., takes a very personal interest in *The Cellar Door* magazine: "*The Cellar Door* is very close to my heart. It is a publication that brings international wine and food home to Winnipeg. My friends, customers, clients and colleagues LOVE the magazine. It is professional, entertaining, educational, and beautiful! We are very proud of our work over the past 3 years with Poise Publications Inc., and we look forward to many more years of *The Cellar Door*!"



*The Cellar Door* magazine has travelled from Tuscany to Australia to Champagne, and its next reader destinations are Spain, Argentina and the Okanagan. The magazine is complimentary to Banville & Jones's top 20,000 customers and is available in a variety of locations throughout Winnipeg. The Cellar Door's advertising partners are loyal supporters of the publication, and they include restaurants, hotels, retailers, professional services, local insurance and automotive firms, as well as international wine distributors. Top-quality style and design, and an established group of talented contributors, have earned *The Cellar Door* a loyal audience of high-end consumers and advertising partners. The people of Manitoba have voted—and they love *The Cellar Door*! Look for the June 2011 issue with striking Spanish winemaker Telmo Rodríguez on the cover.

Look for other luxury lifestyle publications related wine, travel and polo, including the *Calgary Polo Magazine*, at [www.poisepublications.com](http://www.poisepublications.com).

For more information on receiving *The Cellar Door* magazine, or advertising opportunities, contact [megan@poisepublications.com](mailto:megan@poisepublications.com). For more information on Banville & Jones Wine Co., wine, or wine education, contact [mike@banvilleandjones.com](mailto:mike@banvilleandjones.com).