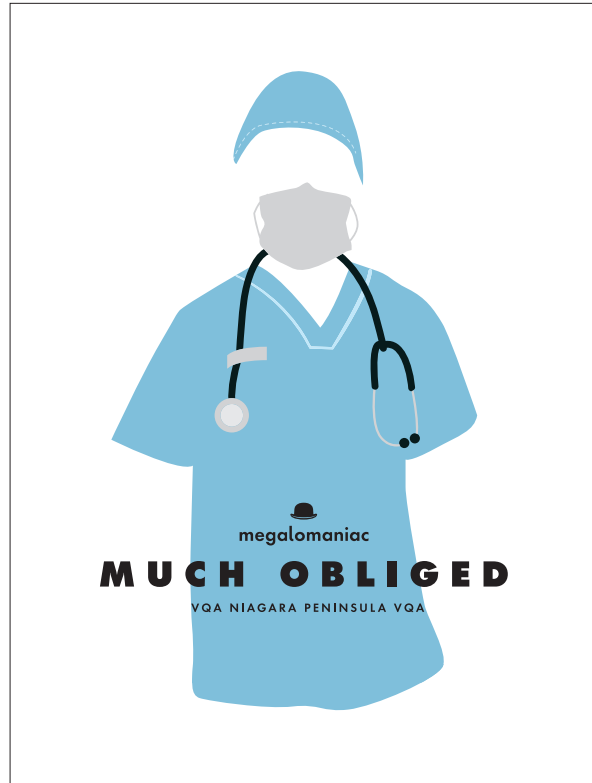




megalomaniac

original. bold. audacious.



We are
MUCH OBLIGED
to Healthcare Workers

Megalomaniac Wines, based in Vineland in the heart of Niagara wine country, introduces Much Obligated, a red and white wine produced to honour all of the brave healthcare workers whose hard work during this crisis deserves our deepest appreciation.

In the name of these superheroes, a portion of the proceeds of every bottle of the locally produced Much Obligated wine sold will go to Food Banks Canada to support our neighbours in need, now and when the pandemic is over.

Prices are \$13.95 per bottle for Much Obligated White and \$14.95 for Much Obligated Red. The wines are available exclusively online at the Megalomaniac website: store.megalomaniacwine.com/muchobliged. Delivery is free within Ontario.

The Much Obligated Tour: 5 Days, 720 Bottles, 30 Hospitals & Care Facilities

From April 28 through May 2, the Megalomaniac team is personally delivering cases of Much Obligated wine to the frontline staff of hospitals and care facilities. Over a 5 day tour throughout the province, the tour will stop at 30 different facilities in places like Kitchener/Waterloo, Toronto, Niagara, Markham and Hagersville, delivering 2 cases of wine to each location.

We hope this small treat will brighten the day of hardworking healthcare providers.

Megalomaniac had the support of many partners who helped to make the Much Obligated wine project happen. Brandever of Vancouver provided a pro bono label design; A1 Label provided discounted label printing with a 24-hour turnaround; Ridgpoint Wines labelled the bottles and Da Vinci Cinema provided videography and photography services.