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FOR IMMEDIATE RELEASE

Sysco, FreshPoint and Trimpac partners with Okanagan Crush Pad Winery at CONNECT Food + Drink + Lodging Expo

Vancouver, BC – The **CONNECT Food + Drink + Lodging Expo**, is pleased to announce that presenting industry sponsors **Sysco, FreshPoint & Trimpac** have partnered with **Okanagan Crush Pad Winery**.

As presenting industry sponsor, the 5 Sysco operating companies in BC exhibit on the CONNECT Show floor with their pop-up-restaurant theme “The Good Things Bistro”. The Good Things Bistro showcases the talents of Sysco’s chefs from Vancouver, Victoria and Kelowna combined with fresh, local and sustainable ingredients from Trimpac and FreshPoint. The Good Things bistro features a wine bar and for 2015, Okanagan Crush Pad will be pouring selections from their Haywire brand. “We are excited to be participating in the CONNECT show alongside Sysco and we are excited to see what the chefs will be preparing to pair with our wines”, says Christine Coletta, owner of Okanagan Crush Pad.

The Good Things Bistro is a feature on the show floor that offers attendees the chance to sample some of the best food and wine our province has to offer. Sysco Vancouver’s Marketing and Customer Relations Manager, Michael Audet says, “this is Sysco’s opportunity to invite you to come to the bistro, relax and enjoy our hospitality”.

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About the CONNECT Food + Drink + Lodging Trade Show

Hosted by the Alliance of Beverage Licensees of BC, the British Columbia Hotel Association, and Restaurants Canada in partnership, the CONNECT Show brings together thousands of bar, nightclub, restaurant, liquor store, hotel, and motel operators from across BC. In addition to hundreds of exhibitors, CONNECT is host to two dozen industry-leading educational seminars, new product tastings and demos, and in-depth special interest sessions for liquor, lodging, and restaurant professionals.

British Columbia’s vibrant hospitality industry generates approximately \$14 billion annually for the provincial economy and directly employs more than 200,000 people. The CONNECT Show celebrates and supports the growth of BC’s hospitality industry, and presents an exciting opportunity to help industry professionals stay current, grow their businesses, and refresh their skills.

For more information about show events and to register, please visit www.connectshow.com.

About Sysco

Sysco has the talent and reach to go beyond the needs and expectations of our customers. Building customer relationships requires time, effort and sincerity. For Sysco, it began with a promise to assist foodservice operators in providing consumers with solutions for meals consumed away from home. Since the initial public offering in 1970, when sales were \$115 million, Sysco has grown to \$46 billion in sales for fiscal year 2014.

Many solid customer relationships have been nurtured along the way, countless dining trends and meal alternatives have evolved, and today the decision to consume meals prepared away from home is as much necessity as choice. Since then, the industry it serves has expanded from \$35 billion to approximately \$255 billion.

Sysco has 5 locations in BC and our product lines are as diverse as the 750+ employees in BC who support its daily operations. We have thousands of ingredients needed to prepare meals, as well as ancillary preparation, serving and packaging products. As a result, Sysco can make a difference in its customers' lives and the success of their businesses.

About Okanagan Crush Pad

Located in Summerland, Okanagan Crush Pad's winery facility is the home of Haywire and Narrative wines, among many more! Okanagan Crush Pad have created a high-end 35,000 case, small lot custom winemaking facility with the resources and expertise to take product from field to market – including branding, marketing, communications and distribution and sales.

Haywire wines are made at Okanagan Crush Pad winery in Summerland, BC, where owners Christine Coletta and Steve Lornie established Switchback Vineyard in 2007. The wines are made by Matt Dumayne with guidance from Italian consulting winemaker Alberto Antonini. Our winemaking philosophy is "less is more". Haywire aims to craft wines that are a testament to the place it was grown, not masked by oak or other wine additives. The Switchback Vineyard was certified organic in August 2015.

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