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Postmedia Network Inc is a sub-corporation belongs to Canadian media Postmedia Network Canada Corp. It represents a broad range of Canadian well-known media brands in advertising, online, software, newspapers and magazines; it also provides the opportunities reaching out target audiences to advertisers and marketers (Postmedia, n. d.

). High quality media professionals and premium innovation team help source and organize available content through their national multimedia platform (Postmedia, n. d.). Postmedia Network Inc provides the multimedia channels and help market VINES magazine and InterVIn International Wine Awards. Christopher Water, the co-founder and editor of VINES Magazine, who is also a weekly column author of "Waters & Wine" that published by Postmedia across Canada as well as through the Canoe Network online (VINES Magazine, n. d.

). Christopher has organized InterVIn International Wine Awards in Canada and became its head judge since 2009, and he is also a representative of Canada in the Six Nations Wine Challenge judges crew (Waters & Wine, n. d.). As a WSET certified educator, he also teaches wine appreciation, Ontario wine history, new world wine vs old world wine, classic wine regions and styles at CCOVI (Cool Climate Oenology and Viticulture Institute) at Brock University in many years (VINES Magazine, n. d.

). He has received numerous awards, in 2011, he was awarded the "Business Citizen of the Year at the Niagara Wine Festival" and received the "VQA Promoters Award for Education" (Waters & Wine, n. d.). VINES magazine is a "national consumer lifestyle magazine" (VINES Magazine, n.

d.) and targets mostly Canadians who purchase, enjoy wine and food on special occasions or regular basis by providing them professional wine reviews, wine travel articles, food and wine pairing articles, featured recipes, cheese and wine pairing course opportunities, better valued wine choices and awards winner recommendations. For those cross drinkers who also like spirits and cocktails, the website also gave out numerous featured recipes to attract them. It is on its fourth newspaper company as magazine since 1998. It started with paper print newspaper, generating revenue by selling descriptions, subscriptions and advertising. New promotion ways have emerged including websites, e-newsletters, online magazines, social media and many others because of the advancements in technology. Today it is more focused on the Ontario and BC wine industries and markets, with less focus on emerging regions like Nova Scotia. There are people from 16 countries following information from VINES.

Readers range from committed beginners who want to learn more about the world of wine and wine styles that they enjoy to cosmopolitans who look for experts purchasing advices and tips (VINES Magazine, n. d.). VINES magazine publishes 7 (5?) issues a year and includes an annual InterVin Awards Issue with a special seasonal topic and unique Canadian viewpoint on each issue (VINES Magazine, n.

d.). Niagara Food & Wine Expo, Niagara Wine Festival and Gourmet Food & Wine Expo, the 4-day event which takes place every year in Toronto can attract over 40,000 people, are all sponsored by VINES magazine (VINES Magazine, n. d.). Christopher Water has a very diverse team of contributors

for VINES magazine including RodPhillips, Jancis Robinson, Kelly Schweitzer, Daenna Van Mulligenhe along with other talented writers and artists.

This strong team helps to keep VINESmagazine's ongoing success.