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19 CRIMES CANADIANS NOT LIKELY TO COMMIT, BUT CLAMOURING FOR

Criminally Good Stories from a Great Wine Down Under

Toronto, October 10, 2013 — #14 *Counterfeiting the Copper Coin*, #5 *Impersonating an Egyptian*, #13 *Assaulting, Cutting or Burning Clothes*; three of [19 Crimes](#) from 18th Century England have found a present-day revival on Canadian wine retail shelves, and it seems we can't get enough of this salacious and true story of convicts turned colonists and the wine they've inspired.

Adding to its 'bad boy' history, 19 Crimes is ushering in its 2012 vintage with a bang, including a gangster-inspired video: [How to Braise a Lamb Shank and Get Mickey to tell you Where the Goddamn Money Is](#). It's part of a larger tongue-in-cheek 'Good Advice from Bad Guys' [social media](#) presence for 19 Crimes which taps into the growing interest in wine among millennial males.

19 Crimes wine takes its names from a list of 19 Crimes drawn-up to address the problem of overrun jails. Upon conviction British rogues guilty of those crimes were sentenced to Australia — 'punishment by transportation' — rather than death. This premium Australian wine celebrates the pioneering spirit of these 'bad seeds' and the wine they inspired borne out of a second chance. Made exclusively for Canada, 19 Crimes first debuted in 2011 bearing the mug shots and true stories of convicts. Two prior limited release vintages have quickly sold out virtually with no promotion.

Following its early runaway success, 19 Crimes has now begun shipping its new 2012 vintages: the 2012 Shiraz Durif fronted by [John Boyle O'Reilly](#), transported for Mutinous Conduct and the 2012 Shiraz Grenache Mataro blend fronted by [Michael Harrington](#), also transported for Mutinous Conduct. Both styles are now available in select regions in Canada. **

While not exclusively for men, there is an undeniable 'manliness' about 19 Crimes wines; including their link to the infamous, Australian bushranger, [Ned Kelly](#) who reportedly worked in the winery as a silver smith.

In addition to its arresting labels, each 19 Crimes wine features one of five collectible corks, including, adding an entirely new twist to those 'guilty' of cork collecting: Crime #5 *Impersonating an Egyptian*; Crime #6. *Stealing from Furnished Lodgings*; Crime #7. *Setting Fire to Underwood*; Crime #12. *Bigamy* or Crime #14; *Counterfeiting the Copper Coin*. Fans of 19 Crimes wine can follow the story as it unfolds on [Facebook](#) as well as find the full list of the original 19 Crimes.

Quotes:

"We wanted to bring the 19 Crimes story to life in a manner that was as arresting as the history of the wine itself. This campaign just does that and is something that speaks to 20-something year old males in a way no wine has before. It especially speaks to young men who have a growing desire for the finer things in life, served up with an edge," says Paul Dahlenburg, Winemaker, 19 Crimes.

"Everybody loves to tell a good story over a great bottle of wine. 19 Crimes is that story and that wine," adds Dahlenburg.

About 19 Crimes Wine

19 Crimes was a wine created by one of Australia's most prestigious and heritage rich wineries. Winemaker for 19 Crimes, Paul Dahlenburg, takes his inspiration from traditional techniques where wine was made without electricity, just careful tending and a simple touch. Big, bold reds come out this part of Victoria. Just like the spirit of our pioneers, many who were convicts – 19 Crimes celebrates those men and makes them legends.

For all 19 Crimes listings visit www.19crimes.com

** 19 Crimes can be found on wine retail shelves in British Columbia, Alberta, Saskatchewan, Manitoba, New Brunswick and Newfoundland.*

*** 19 Crimes will also be found at select Ontario restaurants including Moxie's.*

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19 Crimes Facts:

- It took 252 days for the first ship of convicts to make its way from England to Australia.
- In 1789 a 'police' force was enlisted called The Night Watch. These men were drawn from the ranks of the best behaved of the convicts.
- It was estimated in 2007 that 22% of living Australians had an ancestor who was a convict.
- This punishment by "transportation" began in 1788 and many of the lawless died at sea.