

CHEERS TO ‘REAL LIFE’: ANDREW PELLER LIMITED ANNOUNCES SIGNIFICANT INVESTMENT IN PELLER FAMILY VINEYARDS BRAND

Consumer focus, with a humorous look at family life, aimed at expanding APL’s share of the \$11 billion Canadian wine market

GRIMSBY, ON, April 11, 2019 - Andrew Peller Limited ADW.A/ADW.B (“APL” or the “Company”) understands that even though real life is often funny, messy and imperfect, it can still pair beautifully with a great wine. Today’s launch of the new Peller Family Vineyards brand features a collection of many of the company’s bestselling products. It demonstrates APL’s ongoing commitment to providing extraordinary wine for everyday life -- even mud pie dinners and epic fail wedding proposals.

“For more than 50 years and four generations the Peller family has been committed to quality wine production,” said Randy Powell, President of Andrew Peller Limited. “Peller is a brand that consumers trust, and Peller Family Vineyards is a wine that families can trust with any occasion.”

The launch will be supported by a comprehensive Canadian media campaign, the company’s largest in more than 25 years. This large-scale campaign will celebrate life’s perfectly imperfect moments, while positioning Peller Family Vineyards as a signature for quality, approachable wine – *Vinted for Real Life*. The first TV spot will air on April 16, with the full-scale campaign launching later this summer, including television, digital, social, public relations and in-store programs.

“Taste and packaging are critical,” added Shawn MacLeod, Executive Vice President, Marketing. “We optimized taste profiles across the leading varietals and blends to better suit the Canadian palette, and improved packaging to increase in-store visibility. Canadians will now be able to purchase the most popular Peller Family Vineyards wines in the popular 750 ml bottle.”

As a leading wine producer in Canada, Andrew Peller Limited has won numerous regional, national and global awards. Peller Family Vineyards wines offer Canadians the best of both worlds. Serious wine credentials guaranteed to pair perfectly with life’s real moments.

To view the innovative new Peller Family Vineyard television campaign, visit the Peller Family Vineyards YouTube Channel (<https://www.youtube.com/channel/UC2noVhgrLesPqsIQwft-6Dw/>)

About Andrew Peller Limited

Andrew Peller Limited is one of Canada’s leading producers and marketers of quality wines and craft spirits. The Company’s award-winning premium and ultra-premium VQA brands include *Peller Estates*, *Peller Family Vineyards*, *Trius*, *Thirty Bench*, *Wayne Gretzky*, *Sandhill*, *Red Rooster*, *Black Hills Estate*, *Tinhorn Creek*, *Gray Monk Estates*, *Raven Conspiracy*, and *Conviction*. Complementing these premium brands are a number of popularly priced varietal offerings, wine-based liqueurs, craft ciders, and craft spirits. The Company owns and operates 101 well-positioned independent retail locations in Ontario under

The Wine Shop, Wine Country Vintners, and Wine Country Merchants store names. The Company also operates Andrew Peller Import Agency and The Small Winemaker's Collection Inc., importers and marketing agents of premium wines from around the world. With a focus on serving the needs of all wine consumers, the Company produces and markets premium personal winemaking products through its wholly-owned subsidiary, Global Vintners Inc. ("GVI"), the recognized leader in personal winemaking products. More information about the Company can be found at www.andrewpeller.com.

Andrew Peller Limited common shares trade on the Toronto Stock Exchange (symbols ADW.A and ADW.B).

FORWARD-LOOKING INFORMATION

Certain statements in this news release may contain "forward-looking statements" within the meaning of applicable securities laws, including the "safe harbour provision" of the Securities Act (Ontario) with respect to Andrew Peller Limited and its subsidiaries. Such statements include, but are not limited to, statements about the growth of the business in light of the Company's recent acquisitions; its launch of new premium wines and spirits; sales trends in foreign markets; its supply of domestically grown grapes; and current economic conditions. These statements are subject to certain risks, assumptions, and uncertainties that could cause actual results to differ materially from those included in the forward-looking statements. The words "believe", "plan", "intend", "estimate", "expect", or "anticipate" and similar expressions, as well as future or conditional verbs such as "will", "should", "would", and "could" often identify forward-looking statements. We have based these forward-looking statements on our current views with respect to future events and financial performance. With respect to forward-looking statements contained in this news release, the Company has made assumptions and applied certain factors regarding, among other things: future grape, glass bottle, and wine and spirits prices; its ability to obtain grapes, imported wine, glass, and other raw materials; fluctuations in foreign currency exchange rates; its ability to market products successfully to its anticipated customers; the trade balance within the domestic Canadian and international wine markets; market trends; reliance on key personnel; protection of its intellectual property rights; the economic environment; the regulatory requirements regarding producing, marketing, advertising, and labeling its products; the regulation of liquor distribution and retailing in Ontario; and the impact of increasing competition.

These forward-looking statements are also subject to the risks and uncertainties discussed in this news release, in the "Risks and Uncertainties" section and elsewhere in the Company's MD&A and other risks detailed from time to time in the publicly filed disclosure documents of Andrew Peller Limited which are available at www.sedar.com. Forward-looking statements are not guarantees of future performance and involve risks, uncertainties, and assumptions which could cause actual results to differ materially from those conclusions, forecasts, or projections anticipated in these forward-looking statements. Because of these risks, uncertainties and assumptions, you should not place undue reliance on these forward-looking statements. The Company's forward-looking statements are made only as of the date of this news release, and except as required by applicable law, the Company undertakes no obligation to update or revise these forward-looking statements to reflect new information, future events or circumstances or otherwise.

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