



News from
455 King West ...

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New Personal Cellar Program

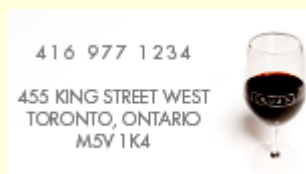


Crush Wine Bar has a great new idea for wine lovers: drink world-class wines while dining out without having to pay impossible prices. Crush, along with Master Sommelier John Szabo and wine storage specialist Marc Russell of The **Fine Wine Reserve**, have created the innovative **Personal Cellar Program**, offering a new dimension in Toronto restaurant wine service.

You can now store wines from your personal wine collection just steps away from Crush at The Fine Wine Reserve, and then enjoy them along with our fine bistro dining and professional wine service. We can't think of a better way to take advantage of Ontario's new "bring-your-own" option.

Crush's sommelier will present your personal cellar list when you arrive at the restaurant, then retrieve the wine of your choice and serve it for a special corkage fee of \$20 instead of the usual \$25 for BYO. Better yet, call ahead with your wine order, and it will be waiting for you and your guests on arrival, decanted or chilled as necessary.

With the Personal Cellar Program you will have cellar space for 16 bottles (or more) next door to Crush at The Fine Wine Reserve, a world-class storage facility where your wines will be cellared under optimal (and secure) conditions until ordered in the restaurant. You pay a yearly fee of just \$295 for the storage service. For more details on how the program works, contact Crush Wine Bar at 416.977.1234 or jamieson@crushwinebar.com.



www.crushwinebar.com