



NEWS RELEASE

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Niagara-on-the-Lake Icewine Festival Returns in 2012 Showcasing New and Updated Icewine-Inspired Events

NIAGARA-ON-THE-LAKE, ON (January, 2011) The Niagara-on-the-Lake Icewine Festival has returned and will continue throughout the entire month of January. The entire town of Niagara-on-the-Lake, which was ranked the #1 Food and Wine Destination in Canada by TripAdvisor in the Fall of 2011, comes together during the annual celebration. The 2012 event line-up is filled with new Icewine-inspired events, as well as updated favourites. Icewine-focused events are offered by the Wineries of Niagara-on-the-Lake and area restaurants daily throughout January. Signature Event weekends are January 14/15, 21/22 and 28/29.

Get Schooled in Cool: Tasting with Canada's Icewine Insiders is a tasting series hosted by the award-winning Icewinemakers of Niagara-on-the-Lake. Each session is held at one of the Wineries of Niagara-on-the-Lake and includes an in-depth tasting of at least four Icewines. The event takes place at **1 pm or 3 pm on Saturdays and Sundays in January (January 14, 15, 21, 22 and 28)**.

The most iconic event of the Niagara-on-the-Lake Icewine Festival is the **Niagara-on-the-Lake Icewine Village**. On **Saturday, January 21 and Sunday, January 22**, historic Queen Street is transformed into a winter wonderland. Set to the sound of Canadian Jazz, the 28 Wineries of Niagara-on-the-Lake serve their award-winning Icewines to eager tasters. Alongside the Icewine, culinary delights inspired by Icewine and prepared by the Signature Kitchen Chefs are served, while artists transform blocks of ice into sparkling sculptures.

During Flash & Panache: Icewine Cocktail Competition, the mavericks of Niagara-on-the-Lake's cocktail scene shake, stir, muddle and mix Icewine into their repertoire. The resulting Icewine cocktails are available for guests to taste as the judges decide which one wins top honours. **Presented by Signature Kitchen Chefs**, the event also features a variety of Icewine-inspired dishes to sample. The event takes place **Saturday, January 21 from 9 pm to 11 pm**.

The Icewinemakers of the Wineries of Niagara-on-the-Lake trade in their tasting glasses for hockey sticks for **Winemakers on Ice**, an "ultimate" hockey showdown held on Ravine Vineyard's outdoor rink. Taking place on **Saturday, January 28 from 2 pm to 4 pm**, Niagara-on-the-Lake's first Icewine Cup is on the line. A range of culinary delights will fuel the fans and the Wineries of Niagara-on-the-Lake will be on hand pouring a selection of vintages.

Learn more about the Niagara-on-the-Lake Icewine Festival by visiting www.wineriesofniagaraonthelake.com or the Wineries of Niagara-on-the-Lake Facebook page at www.facebook.com/wineriesofniagaraonthelake.

Every day the Wineries of Niagara-on-the-Lake welcome guests into wine country to savour the richness of the region and to experience the 28 distinct wineries, each with its own personality reflected in the wines they craft. The members of Wineries of Niagara-on-the-Lake are: Cattail Creek, Château des Charmes, Colaneri, Coyote's Run, Diamond, Hillebrand, Hinterbrook, Ice House, Inniskillin, Jackson Triggs, Joseph's, Konzelmann, Lailey, Maleta, Marynissen, Niagara College, Palatine Hills, Peller Estates, Pillitteri, PondView, Ravine, Reif, Riverview, Southbrook, Stonechurch, Stratus, Strewn and Sunnybrook Farm. Follow the Wineries of Niagara-on-the-Lake on Twitter [@NiagaraWine](https://twitter.com/NiagaraWine).

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Media are welcome to take part in the Niagara-on-the-Lake Icewine Festival. Opportunities to participate in FAM trips are also available upon request.

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