



BACKGROUND FOR IMMEDIATE USE

Wineries of Niagara-on-the-Lake Twenty-Six Distinctive Wineries - One Unforgettable Place

The Wineries of Niagara-on-the-Lake (WNOTL) is an association of 26 individual wineries and is growing each year. Initiated by Canadian wine business leader Donald Ziraldo, the group was founded in the early 1980's by Château des Charmes, Inniskillin and Hillebrand. It then grew to a membership of seven wineries, at which time the group called themselves The Group of Seven. When the group grew to eight members, the name Wineries of Niagara-on-the-Lake was chosen.

The aim of the WNOTL is to work as a collective to attract wine involved visitors who are seeking an authentic wine experience to Niagara-on-the-Lake Wine Country, year round. The WNOTL have become leaders in the Niagara Region tourism industry for the captive wine and culinary events, innovative campaigns and other initiatives they create.

The 26 WNOTL are a close-knit group.. Each winery is only 10 minutes apart from the next. All of the wineries work together as a committee and in sub-committees to initiate new campaigns and roll out signature events.

Tuesday Tastings, a monthly staff tasting event, is also another way the wineries stay in touch. Featuring a different wine style and taking place at a different winery each month, front-of-line staff are encouraged to take in the wine and hospitality of all of the 26 WNOTL. It is a chance for staff to learn about the other wineries so that they can refer visitors.

The WNOTL all offer a relaxed, inviting and stylish experience, but each winery is distinct. This is a community of wineries with characteristics as unique as the wines they create. From the modern sleekness of glass and steel to the homey warmth of stone and wood, the wineries are expressions of the personalities who work there, from the winemaker to the tasting bar consultant. Visitors are encouraged to visit a variety of wineries, from large estates to small boutiques so that they can see that when it comes to making truly great wines, size does not matter.

Though every wine produced by the WNOTL is a true reflection of the terroir of the Niagara-on-the-Lake appellation, each wine is as distinct as the winery that made it and the sub-appellation from which it comes. The four Niagara-on-the-Lake sub-appellations are Four Mile Creek, St. David's Bench, Niagara Lakeshore and Niagara River. From each sub-appellation come wines featuring different and identifiable characteristics.

Everyday the WNOTL welcome guests into Wine Country to savour the richness of the region and to experience the 26 distinct wineries, each with its own personality reflected in the wines they craft. The members of WNOTL are: Cattail Creek, Château des Charmes, Colaneri, Coyote's Run, Hillebrand, 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. Visit www.wineriesofniagaraonthelake.com or the WNOTL Facebook page for more information. Follow the WNOTL on Twitter @NiagaraWine.

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