



**BACKGROUNDER**

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

The Wineries of Niagara-on-the-Lake (WNOTL) is an association of 28 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 Wines and Hillebrand Winery. 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 Wineries of Niagara-on-the-Lake is to work collectively to attract wine-involved visitors seeking an authentic wine experience to Niagara-on-the-Lake Wine Country. The captivating events, innovative campaigns and other initiatives executed by the Wineries of Niagara-on-the-Lake have made the group leaders in Ontario wine and culinary tourism, as well as in the tourism industry in the Niagara Region.

The 28 Wineries of Niagara-on-the-Lake are a close-knit group. Each winery is only 10 minutes away 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 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 28 Wineries of Niagara-on-the-Lake. Tuesday Tastings offer the chance for staff to learn about the other wineries so that they can encourage visitors to tour and taste the entire winery neighbourhood.

The Wineries of Niagara-on-the-Lake all offer relaxed, inviting and stylish touring and tasting experiences, with each winery being 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 comes wines featuring different and identifiable characteristics.

Learn more about the Wineries of Niagara-on-the-Lake by visiting [www.wineriesofniagaraonthelake.com](http://www.wineriesofniagaraonthelake.com) or the Wineries of Niagara-on-the-Lake Facebook page at [www.facebook.com/wineriesofniagaraonthelake](http://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).

-30-

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