



**NEWS RELEASE  
FOR IMMEDIATE USE**

**The Wineries of Niagara-on-the-Lake Wine & Herb Touring Program  
Kicks-Off the Spring & Summer Seasons in Wine Country**

**NIAGARA-ON-THE-LAKE, ON (MARCH 8, 2011)** The 26 Wineries of Niagara-on-the-Lake (WNOTL) are kicking-off the start of the spring and summer seasons with the Wine & Herb Touring Program (Wine & Herb). Touring passes are now on sale for the event, which is the second longest running touring pass event offered by the WNOTL. Wine & Herb brings thousands of visitors to Niagara-on-the-Lake Wine Country to taste the VQA wine and herb-inspired food pairings. It will take place each weekend in May 2011 (May 7/8, 14/15, 21/22 and 28/29) from 11 am to 5 pm.

“Wine & Herb is a laid back event and a great way to casually explore the Wineries of Niagara-on-the-Lake, for first time and return visitors alike,” said Laurie Richardson, Wine & Herb committee chair, “It is the first ‘big event’ of spring and summer and it is a great opportunity to beat the crowds of the upcoming busy season.”

Each winery had the opportunity to select an herb they wished to showcase and it was then up to winemakers to determine which of their VQA wines would best compliment the herb. The decision on how to present the herb as a delectable culinary pairing is a process unique to each winery. In-house chefs, as well as local restaurants and suppliers are all consulted along the way, creating food matches that use regional ingredients and highlight the herbs and the wines selected. Local garden centre, Mori Gardens, will be partnering with the WNOTL to supply the herbs on display at each winery.

Wine & Herb touring passes are available at the special offer price of \$38 per person (plus tax) until Friday, April 1, 2011. As of Saturday, April 2, 2011, touring passes will be \$43 per person (plus tax). The Wine & Herb touring pass is a great value as it is valid any of the event weekends and entitles the holder to a wine and food pairing at each of the 26 wineries.

Wine & Herb touring passes may be purchased online at [www.wineriesofniagaraonthelake.com](http://www.wineriesofniagaraonthelake.com) or by calling the Niagara-on-the-Lake Chamber of Commerce at 905.468.1950. As of Wednesday, April 13, 2011 touring passes may be purchased at any of the 26 Wineries of Niagara-on-the-Lake.

Everyday the WNOTL welcome guests to 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](http://www.wineriesofniagaraonthelake.com) or the WNOTL Facebook page for more information. Follow the WNOTL on Twitter@NiagaraWine.

To request Wine & Herb touring passes in order to take part in the event or for promotional purposes, please contact Liz Hendriksen.

Please credit the attached photos to [www.wineriesofniagaraonthelake.com](http://www.wineriesofniagaraonthelake.com).

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For photos and more information, contact:

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