



NEWS RELEASE
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Wineries of Niagara-on-the-Lake Taste the Season Touring Passes On Sale

NIAGARA-ON-THE-LAKE, ON (SEPTEMBER 13, 2011) Niagara-on-the-Lake wine country's "must-do" event of the fall season has returned for the 11th year. The Wineries of Niagara-on-the-Lake's **Taste the Season** touring pass event returns the weekends of November 5/6, 12/13, 19/20 and 26/27. From 11 am to 5 pm Taste the Season touring pass holders will be treated to seasonally inspired VQA (Vintners Quality Alliance) wine and food pairings. Twenty-six wineries are participating in 2011.

"Taste the Season is our most popular touring pass event, celebrating the winding down of the busy harvest season," said Roselyn Dyck-Cieszkowski, Taste the Season committee chair, "It is an ideal time for visitors to sample delicious and unique pairings, as well as explore wine and gift selections at each winery."

Taste the Season touring passes are \$44.25 per person (plus HST). Each touring pass entitles the holder to a VQA wine and food pairing at each of the 26 member wineries and is valid for one of the featured weekends. There are a limited number of touring passes available each weekend and typically sell out fast, so guests are encouraged to purchase early. Touring passes can be purchased online at www.wineriesofniagaraonthelake.com or by phoning the Niagara-on-the-Lake Chamber of Commerce at 905.468.1950.

Complimentary touring passes for media may be arranged upon request.

The 26 Taste the Season VQA wine and food pairings are seasonally inspired and made from mainly locally sourced ingredients. Ravine Vineyard is pairing a 2010 Sand and Gravel Cabernet Franc alongside Lamb Confit with Caramelized Onions and Shropshire Blue. The Ice House Winery is matching the 2009 Jamie's New Signature Series Big Red Icewine with, "Poire Passion," which is a creation of sliced pair rounds, crisp pancetta, Niagara Gold cheese and a Riesling Icewine reduction. Stonechurch Vineyards is showcasing Smoked Salmon Bisque with a 2009 Riesling Reserve. For a complete list of VQA wine and food pairings, visit www.wineriesofniagaraonthelake.com.

The Wineries of Niagara-on-the-Lake are donating a portion of the Taste the Season touring pass proceeds to two local charities. The **Red Roof Retreat** provides quality recreational, educational and respite services to children, youth and young adults with special needs, as well as their families. Through shelter and housing programs, the **YWCA Niagara Region Women in Crisis Shelter** supported close to 1,000 women and children last year. It provides over 35,000 nutritious meals and safety to women and children in crisis.

Taste the Season kicks-off **Winter in Niagara-on-the-Lake Wine Country** (Winter in Wine Country). Winter in Wine Country spans over four months and each month features a unique event. **Taste the Season** is offered in November and **Stocking Days of Christmas** is December's featured event. The **Niagara-on-the-Lake Icewine Festival** takes place in January and the **Days of Wine & Chocolate** touring pass event rounds off the campaign in February.

For more information about Taste the Season, visit 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 26 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, 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. Follow the Wineries of Niagara-on-the-Lake on Twitter [@NiagaraWine](#).

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Media Contacts:

Liz Hendriksen or Chris Alderson

loud+clear

liz.hendriksen@gmail.com or chris.alderson@loudclear.ca

905.682.8933