



TWENTY-SEVEN DISTINCTIVE WINERIES.
One unforgettable place.



Winter in Wine Country
Media Kit 2013-2014



EVENT LISTINGS

Wineries of Niagara-on-the-Lake Winter in Wine Country: Four Months of Activities

The Wineries of Niagara-on-the-Lake have planned four months of events inspired by the snow draped vineyards and the world-renowned Icewines of Niagara-on-the-Lake Wine Country to help you beat those winter blues from November to February. Events include Taste the Season, Stocking Days of Christmas, Niagara-on-the-Lake Icewine Festival and Days of Wine and Chocolate.

Taste the Season- November- A weekend touring program which features seasonally-inspired and locally-sourced Vintners Quality Alliance (VQA) wines and food pairings. It is the perfect time to discover some great wines for holiday entertaining.

wineriesofniagaraonthelake.com/taste-the-season

Stocking Days of Christmas- December- Guests can experience a variety of holiday-inspired experiences including winery open houses, limited availability wine tastings, wine release events and limited-time-offers on back vintage favorites.

wineriesofniagaraonthelake.com/stocking-days-of-christmas

Niagara-on-the-Lake Icewine Festival- January- The flagship event of Winter in Wine Country. The town of Niagara-on-the-Lake comes together with the 27 Wineries of Niagara-on-the-Lake and Signature Kitchens of Niagara-on-the-Lake for the month to celebrate the annual Icewine Festival. Events take place daily in January 2014. Returning fan-favourite events include Get Schooled in Cool: A Tasting with Canada's Icewine Insiders; Niagara-on-the-Lake Icewine Village Downtown Niagara-on-the-Lake; Flash & Panache: Icewine Cocktail Competition; Shop, Sip, Sample & Savour: Niagara-on-the-Lake Insider's Tasting Pass.

wineriesofniagaraonthelake.com/icewine-festival

Days of Wine & Chocolate- February- This touring program pairs VQA wines with locally handcrafted chocolates. The pairings range from classic to unexpected and it is the ideal complement to a romantic weekend or the perfect excuse to plan a girls' getaway.

wineriesofniagaraonthelake.com/days-of-wine-and-chocolate



FACT SHEET

Taste the Season Touring Experience

The Wineries of Niagara-on-the-Lake “must-do” event of the season features a seasonally-inspired VQA wine and food pairing at each of the 27 member wineries. For the full list of seasonally inspired VQA wine and food pairings, please visit wineriesofniagaraonthelake.com/taste-the-season.

DATES

Taste the Season takes place every Friday, Saturday and Sunday in November 2013 (November 1/2/3, 8/9/10, 15/16/17, 22/23/24) from 11am to 5pm. Touring passes may be used any event weekend.

COST

Touring passes are \$44.25 per person (plus HST) or \$35 (plus HST) for designated driver touring passes. Passes can be purchased online at wineriesofniagaraonthelake.com/taste-the-season or by calling Tourism Niagara-on-the-Lake at 905.468.1950.

Every day the Wineries of Niagara-on-the-Lake welcome guests to savour the richness of the region and to experience the 27 distinct wineries, each with its own personality reflected in the wines they craft. The members of Wineries of Niagara-on-the-Lake are: Between the Lines, Cattail Creek, Château des Charmes, Colaneri, Coyote’s Run, Diamond, Hinterbrook, Inniskillin, Jackson Triggs, Joseph’s, Konzelmann, Lailey, Marynissen, Niagara College, Palatine Hills, Peller Estates, Pillitteri, PondView, Ravine, Reif, Riverview, Small Talk, Southbrook, Stratus, Strewn, Sunnybrook Farm and Trius at Hillebrand. Follow the Wineries of Niagara-on-the-Lake on Twitter [@NiagaraWine](https://twitter.com/NiagaraWine) and visit [Wineries of Niagara-on-the-Lake](https://www.facebook.com/WineriesofNiagara-on-the-Lake) on Facebook.

Each year a limited number of complimentary Wineries of Niagara-on-the-Lake stays are made available to assist media in conducting research for stories. If you are interested in writing a story about the Wineries of Niagara-on-the-Lake, please contact us to discuss story ideas and potential trip opportunities at info@wineriesofniagaraonthelake.com.



FACT SHEET

Stock Up for the Holidays at the Wineries of Niagara-on-the-Lake

Take a step away from the hustle and bustle of the holiday season and let the Wineries of Niagara-on-the-Lake help you with your shopping. Enjoy access to new and limited releases—the perfect gift for that hard to please wine lover on your list. A range of delicious tasting experiences will ensure that an empty stomach doesn't sabotage your holiday shopping. Visit wineriesofniagaraonthelake.com/stocking-days-of-christmas for full winery event listings.

DATES

Stocking Days of Christmas takes place daily in December 2013. Wineries are closed Christmas Day and Boxing Day and may have reduced hours.

Every day the Wineries of Niagara-on-the-Lake welcome guests to savour the richness of the region and to experience the 27 distinct wineries, each with its own personality reflected in the wines they craft. The members of Wineries of Niagara-on-the-Lake are: Between the Lines, Cattail Creek, Château des Charmes, Colaneri, Coyote's Run, Diamond, Hinterbrook, Inniskillin, Jackson Triggs, Joseph's, Konzelmann, Lailey, Marynissen, Niagara College, Palatine Hills, Peller Estates, Pillitteri, PondView, Ravine, Reif, Riverview, Small Talk, Southbrook, Stratus, Strewn, Sunnybrook Farm and Trius at Hillebrand. Follow the Wineries of Niagara-on-the-Lake on Twitter [@NiagaraWine](https://twitter.com/NiagaraWine) and visit Wineries of Niagara-on-the-Lake on Facebook.

Each year a limited number of complimentary Wineries of Niagara-on-the-Lake stays are made available to assist media in conducting research for stories. If you are interested in writing a story about the Wineries of Niagara-on-the-Lake, please contact us to discuss story ideas and potential trip opportunities at info@wineriesofniagaraonthelake.com.



Winter in Wine Country

Wineries of Niagara-on-the-Lake's Annual Icewine Festival: January 1st to 31st

Snow crunching under your boots. Savoury scents tempting you to taste. The sweet taste of liquid gold sipped from a glass made of freshly carved ice. The Niagara-on-the-Lake Icewine Festival will engage all of your senses during this celebration of all things Icewine.

Niagara-on-the-Lake's historic Queen Street transforms into a winter wonderland as the town comes together to play their part in wine country's annual Icewine celebration. Set to the soundtrack of Canadian Jazz, the Icewine will flow as the Wineries of Niagara-on-the-Lake pour liquid gold. The renowned Signature Kitchen Chefs will tempt your palate with Icewine-inspired culinary creations. Admire the sparkling ice sculptures and when it is time to warm up, pop into one of Queen Street's cozy shops.

Embrace the fresh winter air as you walk along the crisp ground through the snow-draped vineyards for an exclusive grape picking session with Canada's leading Icewine makers. Learn how Icewine grapes are harvested and how our wineries turn crisp grapes into liquid gold with a behind-the-scenes tour into the winemaking cellar.

Get schooled in cool with an exclusive tasting with Canada's Icewine insiders. Meet the men and women behind Niagara-on-the-Lake's finest Icewines. Each in-depth tasting in this series is hosted by a gifted Icewine maker who will lead you through a sampling of at least four of their perfectly sweet Icewines. In addition to leading the tastings, Icewine makers will be on hand to answer any questions you may have about this unique product.

Shaken, stirred, muddled or mixed, when the mavericks of the Niagara-on-the-Lake cocktail scene incorporate Icewine into their repertoire magical things happen. In a nod to the versatility of Icewine some of Icewine country's most celebrated mixologists will shake things up as they compete to create Niagara-on-the-Lake's best Icewine cocktail. As the judges take on the task of awarding top honours, you'll have the opportunity to sample the Icewine cocktails and sample creative food pairings served up by local restaurants. Canada's culinary capital will be burning up as these one-of-a-kind Icewine cocktails are served up with a healthy dose of flash and panache.

It doesn't matter if you are a wine enthusiast or a cocktail fan, a foodie or a music lover; there's sure to be an event that speaks to your passion while offering an unforgettable Icewine experience. Winter is a magical time to discover Niagara-on-the-Lake wine country and one of its most cherished products, Icewine.



FACT SHEET

Chocolate Infused Wine and Food Pairings Days of Wine & Chocolate

The Wineries of Niagara-on-the-Lake are showcasing more delectable wine and chocolate-inspired pairings than ever before. Each of the 27 member wineries will pair a premium VQA wine with new chocolate-infused dishes.

DATES

Days of Wine and Chocolate takes place every Friday, Saturday and Sunday in February 2014 (February 31/1/2, 7/8/9, 14/15/16, 21/22/23) from 11am to 5pm. Touring passes may be used any event weekend.

COST

Touring passes are \$44.25 per person (plus HST) or \$35 (plus HST) for designated driver touring passes. Passes can be purchased online at wineriesofniagaraonthelake.com/days-of-wine-and-chocolate or by calling Tourism Niagara-on-the-Lake at 905.468.1950.

Every day the Wineries of Niagara-on-the-Lake welcome guests to savour the richness of the region and to experience the 27 distinct wineries, each with its own personality reflected in the wines they craft. The members of Wineries of Niagara-on-the-Lake are: Between the Lines, Cattail Creek, Château des Charmes, Colaneri, Coyote's Run, Diamond, Hinterbrook, Inniskillin, Jackson Triggs, Joseph's, Konzelmann, Lailey, Marynissen, Niagara College, Palatine Hills, Peller Estates, Pillitteri, PondView, Ravine, Reif, Riverview, Small Talk, Southbrook, Stratus, Strewn, Sunnybrook Farm and Trius at Hillebrand. Follow the Wineries of Niagara-on-the-Lake on Twitter [@NiagaraWine](https://twitter.com/NiagaraWine) and visit [Wineries of Niagara-on-the-Lake](https://www.facebook.com/WineriesofNiagara-on-the-Lake) on Facebook.

Each year a limited number of complimentary Wineries of Niagara-on-the-Lake stays are made available to assist media in conducting research for stories. If you are interested in writing a story about the Wineries of Niagara-on-the-Lake, please contact us to discuss story ideas and potential trip opportunities at info@wineriesofniagaraonthelake.com.