



TWENTY-SEVEN DISTINCTIVE WINERIES.
One unforgettable place.





BACKGROUND

The Wineries of Niagara-on-the-Lake A World Class Destination

While the great majority of visitors to Ontario's Niagara region head straight for the famed Falls, these days the trip motivator for more and more travelers is transforming from water into wine in nearby Niagara-on-the-Lake. In fact, TripAdvisor has recognized Niagara-on-the-Lake, the small town just minutes from the U.S. border in Lewiston, NY and about 100 miles from Toronto, as Canada's leading wine and culinary destination.

Just a few miles north of Niagara Falls the scenery shifts from busy tourist districts to the lush vineyards of Niagara-on-the-Lake wine country, where over the last three decades a growing number of wineries have begun taking advantage of a one-of-a-kind microclimate to produce award-winning wines that are catching the attention of the international wine community.

Bordered by the Niagara Escarpment, Lake Ontario and the Niagara River, the 27 Wineries of Niagara-on-the-Lake share a climate moderated by the relationship between these three geographical factors. The cool climate allows grapes to ripen slowly, resulting in complex and balanced table, sparkling and dessert wines with higher acidity and enhanced mineral flavours. Frosty temperatures also allow for the production of Icewine, the liquid gold that results when grapes that have naturally frozen on the vine are hand-picked when the thermometer dips to -8° C and pressed to gently release a single drop of thick, rich, yellow-gold liquid, highly concentrated in natural sugars and acidity.

In addition, the 27 Wineries of Niagara-on-the-Lake offer visitors the choice of authentic wine experiences that reflect their unique interests:

- **Foodies** can discover why Niagara-on-the-Lake was rated as TripAdvisor's top Canadian food and wine destination while learning something new at a wine country cooking class, trying tasty Food Truck treats, and getting wine pairing advice straight from the source at a Winemaker's Dinner.
- **Green living enthusiasts** can visit LEED designated wineries, sample organic and biodynamic wines, and meet some adorable sheep that have earned a reputation as the cutest weed-eaters on the planet!
- **Health conscious actives** can enjoy a range of "Wine Country Workout" options from yoga and Zumba in the vineyard to winery cycling tours, hiking trails and more.
- **Architecture buffs** can visit a collection of wineries that includes the first LEED certified building in Canada, as well as a recipient of the 2009 International Architecture Award, and a beautiful interpretation of a modern barn that has incorporated the concept of terroir into the finishes of all the building materials.
- **Music Lovers** will enjoy a perfect playlist of live music at a diverse range of vineyard concerts and music festivals.

After experiencing the tastes, sounds and scenery of the Wineries of Niagara-on-the-Lake, you'll understand why this world-class destination is Canada's leading wine and culinary destination.



BACKGROUNDER

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

The Wineries of Niagara-on-the-Lake (WNOTL) is an association of 27 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 27 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 27 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 come wines featuring different and identifiable characteristics. Learn more about the Wineries of Niagara-on-the-Lake by visiting wineriesofniagaraonthelake.com.

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](#) 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.



FACT SHEET

Twenty-Seven Distinctive Wineries - One Unforgettable Place

Our Wineries and Our Community

- The Wineries of Niagara-on-the-Lake are a group of 27 wineries, nestled below the Niagara Escarpment amidst a landscape of vineyards and orchards stretching from the picturesque Niagara River Parkway to the shores of Lake Ontario.
- The wineries are a close-knit community, mere minutes from each other.
- Each winery has a unique personality with its own story to tell.

Visiting the Wineries

- Behind the doors of each winery, guests will find friendly staff, stylish and relaxed tasting rooms and a wide range of wines to sample.
- Whether a guest is a first time visitor or a long time fan of the Wineries of Niagara-on-the-Lake, there is always something new and exciting happening in Niagara-on-the-Lake wine country.
- There is a range of touring and event options, including our touring pass events, Days of Wine & Chocolate, Wine & Herb and Taste the Season, our Winemakers' Selections Tasting Pass, and festivals like the Niagara-on-the-Lake Icewine Festival.

Our Terrior Wines

- We all share a commitment to showcasing the terroir of Niagara-on-the-Lake, which is unlike any other in the world.
- The terroir wines we make are renowned for fully expressing the varietal and vineyard they come from.
- Within the designated viticultural area known as the Niagara Peninsula, Niagara-on-the-Lake is classified as a distinct appellation, with four sub-appellations: Niagara River, Niagara Lakeshore, Four Mile Creek and St. David's Bench.

Our Icewines

- Icewine is the wine that made the international wine world sit up and take notice of what we were doing here in Niagara-on-the-Lake.
- Year after year, the Icewines made by the Wineries of Niagara-on-the-Lake take the top awards at competitions around the globe.
- The Wineries of Niagara-on-the-Lake are so passionate about our Icewines that we take a whole month to celebrate it during the Niagara-on-the-Lake Icewine Festival.

Our Commitment to the Environment

- The Wineries of Niagara-on-the-Lake are committed to continually making and improving the quality of our wines in an environmentally responsible manner.
- The Wineries of Niagara-on-the-Lake are proud to be the home of some of the Ontario wine industry's pioneers in sustainable viticultural and winemaking practices.



BACKGROUNDER

Wineries of Niagara-on-the-Lake Tour and Tasting Passes and Insider Program

Every season is a great season to visit the Wineries of Niagara-on-the-Lake. There's always fun to be had, world-renowned wine to be sipped, and wineries to be toured. With a range of unique touring programs and tasting events throughout the year, there's something new to taste every season.

Recognizing that visiting all 27 wineries during one trip is a tall order, the Wineries of Niagara-on-the-Lake have created the NEW Winemakers' Selections Tasting Pass. For just \$27, the Winemakers' Selections Tasting Pass is valid for a full year and allows visitors to enjoy one tasting of a Winemaker's Selection wine at each of the 27 Wineries of Niagara-on-the-Lake any day of the year.

The Wineries of Niagara-on-the-Lake's Signature Touring Pass events are month-long celebrations pairing seasonal wines with seasonal tastes. In November the Wineries of Niagara-on-the-Lake kick-off winter with Taste the Season. January's Icewine Festival and February's Days of Wine and Chocolate are a great way to embrace winter's chill in Niagara. May's Wine and Herb touring program celebrates spring each year offering visitors herb-themed food pairings matched to a premium VQA wine selected to highlight the flavour and aroma of the herb.

To stay up to date on the latest offers and for wine country giveaways, join the new Between Friends Insider Program for exclusive monthly offers, events and a chance to win a monthly contest. You'll have access to special experiences, special offers, amazing discounts and more from the 27 wineries. To sign up visit: wineriesofniagaraonthelake.com.

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/wineriesofniagaraonthelake) on Facebook.

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EVENT LISTINGS

Wineries of Niagara-on-the-Lake Unforgettable Events

There's always something happening at the Wineries of Niagara-on-the-Lake. With a range of unique touring programs and tasting events throughout the year, there's something new to taste every season.

Year Round

Winemakers' Selections Tasting Pass- The Wineries of Niagara-on-the-Lake's new Winemakers' Selections Tasting Pass allows visitors to taste 27 VQA wines for one convenient price. For \$27, Tasting Pass holders can taste a feature VQA wine at each of the 27 Wineries of Niagara-on-the-Lake. wineriesofniagaraonthelake.com/winemakers-selections-tasting-pass

Between Friends Insider Program- Members receive exclusive monthly offers, event information, and a chance to win a monthly contest, as well as access to special experiences, special offers, amazing discounts and more from the 27 wineries. wineriesofniagaraonthelake.com/enter-to-win

Winter in Wine Country- November to February

The Wineries of Niagara-on-the-Lake have a season's worth of events to help you beat those winter blues!

Taste the Season Touring Pass Event- The "must-do" event of the season features a seasonally-inspired VQA wine and food pairing at each of the 27 member wineries. The event takes place every Friday, Saturday and Sunday in November 2013. wineriesofniagaraonthelake.com/taste-the-season

Stocking Days of Christmas- 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. The event takes place daily in December 2013. wineriesofniagaraonthelake.com/stocking-days-of-christmas

Niagara-on-the-Lake Icewine Festival- The town of Niagara-on-the-Lake will come together with the 27 Wineries of Niagara-on-the-Lake and Signature Kitchens of Niagara-on-the-Lake for the month of January to celebrate the annual Icewine Festival. Events take place daily in January 2014. wineriesofniagaraonthelake.com/icewine-festival

Days of Wine and Chocolate Touring Pass Event- This end-of-season event celebrates the end of Winter in Wine Country with delectable wine and chocolate-inspired pairings. Each of the 27 member wineries pair a premium VQA wine matched with new chocolate-infused dishes. The event takes place Fridays, Saturdays and Sundays in February 2014. wineriesofniagaraonthelake.com/days-of-wine-and-chocolate

May

Wine and Herb Touring Pass Event- Wine & Herb brings with it 27 unique VQA wine and food pairings created by the Wineries of Niagara-on-the-Lake using fresh, seasonal herbs. Wine & Herb takes place Fridays, Saturdays and Sundays in May 2014. wineriesofniagaraonthelake.com/wine-and-herb

One Unforgettable Taste and Buy- The Wineries of Niagara-on-the-Lake travel to Ottawa for the One Unforgettable Taste & Buy event! This event, hosted by the accredited Sommelier of Savvy Company, features an extensive selection of wines to treat our ever-loyal fans. wineriesofniagaraonthelake.com/ottawa-taste-and-buy

June

54 Wines, 1 Summer Solstice- Featuring the Wineries of Niagara-on-the-Lake, the iYellow Wine Club presents a celebration of the summer solstice - wine country style. This extraordinary outdoor wine tasting offers you the opportunity to sip and shop for your favourite wines and meet the winemakers. wineriesofniagaraonthelake.com/toronto-taste-and-buy