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MEDIA RELEASE - For Immediate Release

2017 Wine Country Ontario Travel Guide Launches with LCBO's May 4th Food & Drink Magazine Over 90% of consumers believe The Travel Guide is important for trip planning

NIAGARA, ON – (May 3, 2017) - As Ontario VQA wines continue to receive high praise on a global scale, now is the time to adventure into our own backyard and discover the source. Each year, two million visitors tour throughout Ontario wine country and the 2017 Wine Country Ontario Travel Guide makes planning easy and inspiring. This most recent edition boasts more winery listings than ever – 123 wineries. Recent research shows that over 90% of users of The Guide considered it helpful in planning and navigating their most recent visit to Ontario wine country (Source: Innovative Research Group, 2016).

The cover of the 2017 Travel Guide features stunning new imagery which is showcased throughout this edition. It also outlines Ontario's primary wine touring destinations – Lake Erie North Shore, Niagara Escarpment & Twenty Valley, Niagara-on-the-Lake, Prince Edward County and features Emerging Regions. As always, the Guide offers the best resources for visitors to the region, including where to eat, drink, play, shop and stay.

“Our government is a proud supporter of Ontario's world-class wine and grape producers and we are pleased to be supporting this year's Wine Country Ontario's Travel Guide. I encourage everyone to pick up a copy and explore the wide variety of tastes and experiences Ontario wineries have to offer. Every time you choose Ontario wines you are helping support good jobs and boosting our economy,” says Jeff Leal, Minister of Agriculture, Food and Rural Affairs.

“This year's Wine Country Ontario Travel Guide unlocks the beauty and magic that make Ontario's great wine regions a top travel destination and an inspiration for trip planning. Ontario wineries welcome visitors to discover and taste the amazing local VQA wines grown right here in Ontario,” says Sylvia Augaitis, Executive Director of Marketing at the Wine Marketing Association of Ontario.

There Travel Guide introduces six new Ontario wineries:

- Niagara-on-the-Lake
 - Wayne Gretzky Estate Winery Distillery
- Prince Edward County
 - Broken Stone Winery
 - Sugarbush Vineyards
- Emerging Regions
 - Adamo Estate Winery
 - Alton Farms Estate Winery
 - Maelstrom Winery

On May 4th, 566,000 copies of the The Travel Guide will be distributed with the Early Summer Issue of LCBO's Food & Drink magazine. The Guide is also available throughout the year at wineries, Ontario Tourism and Information Centres (OTIC) and can be viewed as an e-book at www.winecountryontario.ca. Consumers can also request a free copy by calling 1-800-ONTARIO and are encouraged to share in the excitement by using the hashtag **#GotTheGuide** throughout their social media conversations.

The Wine Marketing Association of Ontario is dedicated to promoting the VQA wines of Ontario - both the vintners and the unique qualities of our authentic VQA wines that are made exclusively from 100% Ontario-grown grapes. Wine Country Ontario is dedicated to promoting Ontario's wine-growing regions - from the wines and wineries themselves to the complete experience of each destination: local cuisine, year-round activities and warm hospitality.

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