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2018/19 Wine Country Ontario Travel Guide Launches with a ‘Sneak Preview’ at Terroir Symposium
Largest Edition with 125 Ontario VQA Winery Listings

NIAGARA, ON – (April 23rd, 2018) – Wine Country Ontario’s annual Travel Guide launches its new 2018/19 edition at the 12th annual Terroir Symposium on Monday, April 23rd. Delegates of Terroir will be the first to see Ontario’s globally admired Wine Country Ontario Travel Guide with 1,000 ‘Sneak-Preview’ copies available during the full-day symposium. Each year, almost three million visitors tour throughout Ontario wine country and the 2018/19 Wine Country Ontario Travel Guide makes planning easy and inspiring. This most recent edition boasts more winery listings than ever – 125 Ontario VQA wineries.

The cover of the 2018/19 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.

“Ontario is home to world-class wines and a thriving food scene – a perfect pairing. Wine Country Ontario’s Travel Guide is a complete guide to exploring Ontario’s wine regions, from tastings in award-winning wineries to tours in charming towns. I am delighted to support this year’s guide, which spotlights our strong beverage alcohol sector that contributes to job creation and economic growth in communities across the province,” says Jeff Leal, Minister of Agriculture, Food and Rural Affairs.

“This year’s Wine Country Ontario Travel Guide invites visitors to explore our world class wine growing region and experience our globally acclaimed “cool climate” VQA wines that are earning rave reviews from both local and international experts alike. Groundbreaking experiences await as you discover new

flavours and indulge in culinary creations crafted by local chefs – all right in our own backyard,” says Sylvia Augaitis, Executive Director of Marketing at the Wine Marketing Association of Ontario.

The 2018/19 Travel Guide now features five new Ontario wineries:

- Niagara-on-the-Lake
 - De Simone Vineyards
 - Lundy Manor Wine Cellars
 - Queenston Mile Vineyard
- Prince Edward County
 - Trail Estate Winery
- Emerging Regions
 - The Roost Wine Co.

On May 2nd, 510,000 copies of 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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