



VQA WINES OF ONTARIO



**For Immediate Release**  
**December 22, 2016**

<http://ow.ly/6I6S307nKhh>

**Early Icewine harvest in Ontario starts the countdown to Niagara's Icewine Festivals**

*- Taste Niagara's best Icewine in the home of the 8th Wonder of the World -*

(Niagara, Ontario)– Icewine harvest had an early start this year with Niagara wineries starting to pick Icewine last week as temperatures dipped below minus 8° Celsius. While harvest dates of Icewine vary year to year, this somewhat early harvest reminds locals and visitors that Niagara's Icewine Festivals are just around the corner. Taking place over three weeks in January, in the heart of Niagara's wine region, these one-of-a-kind festivals combine to create one of the biggest Ontario wine celebrations of the year.

Niagara's Icewine Festivals, in their 22<sup>nd</sup> year, offer wine lovers, cocktail fans, and foodies experiences that will create winter memories to last a lifetime. During this special time, consumers are invited to discover and enjoy one of Canada's most cherished products, Icewine along with Ontario's exceptional sparkling wines and world-renowned VQA red and white wines.

The Icewine Festivals kick off on Friday, January 13<sup>th</sup> at the Fallsview Casino Resort with the stunning Xerox Icewine Gala featuring this year's theme - Sugar & Spice...Everything Ice. Enjoy an extravagant evening of dancing with live entertainment while tasting VQA Icewine and table wines and delicious food pairings.

Outdoor celebrations start the same weekend leading with Twenty Valley's Winter WineFest in Jordan Village from January 13<sup>th</sup> – 15<sup>th</sup>, followed by the Niagara-on-the-Lake Icewine Festival from January 21<sup>st</sup> – 22<sup>nd</sup> and then in Niagara Falls the Niagara Icewine Festival from January 27<sup>th</sup> – 29<sup>th</sup>. Twenty Valley welcomes Chef David Rocco for the 'Sparkling Dinner' and the 'Icwiner Brunch'. Niagara-on-the-Lake is featuring the 'Sparkle and Ice' concert and the 'White on Ice' dinner. Niagara Falls offers the chance to sip, savour and sample premium VQA Wines during four different tasting sessions.

Beginning on January 13<sup>th</sup>, visitors can start redeeming a Discovery Pass where consumers can choose eight wine and culinary pairings from a list of 38 incredible VQA wineries along Wine Country Ontario's Wine Route.

For full details on all Icewine Festival events, including how to purchase tickets and make travel arrangements, download the following Press Releases and event summaries for January 2017:

[Niagara Icewine Festival Brochure](#)

Niagara Icewine Festival Press Release

Niagara-on-the-Lake Icewine Festival Press Release

Twenty Valley Winter WineFest Press Release

Niagara Icewine Festival, Niagara Falls Press Release

You can also visit [The Niagara Wine Festival website](#), [Niagara-on-the-Lake website](#), [Twenty Valley Winter WineFest website](#), [The Niagara Wine Festival Niagara Falls website](#), [Wine Country Ontario website](#), and the [Visit Niagara Canada Website](#).

Discover why Niagara's Icewine continues to gain international acclaim with its luscious and unique flavours and learn how to best enjoy this local treasure, giving you more reasons on why you should visit Niagara for its Icewine Festivals. ([www.winecountryontario.ca/media-centre/about-icewine](http://www.winecountryontario.ca/media-centre/about-icewine))

## Quotes

“Niagara’s Icewine Festivals attract over 40,000 visitors to Ontario’s wine country each year. During the month of January, in the heart of our winter, these signature celebrations offer both local and visiting guests an extraordinary collection of wine and culinary experiences while discovering the beauty of Ontario’s internationally acclaimed VQA Icewine”, said Sylvia Augaitis, Executive Director of Marketing for the Wine Marketing Association of Ontario.

## Media contact:

### **Wine Marketing Association of Ontario**

Magdalena Kaiser

Director of Public Relations - Marketing & Tourism

(905) 684-8070 ext. 228; cell: (905) 246-1922

[magdalena@wmao.ca](mailto:magdalenawmao.ca)

*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. Wine Country Ontario is a brand trademark of the Wine Marketing Association of Ontario.*