



VQA WINES OF ONTARIO



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Niagara's Icewine Harvest kicks off Celebrations in Wine Country

Ontario VQA wineries prepare for three weekends of Icewine festivities in January

(Niagara, Ontario)– Last week, temperatures dropped below minus 8° C creating perfect conditions for the start to Ontario's Icewine harvest. A Canadian treasure, Icewine is a luscious wine made from grapes that have been left to freeze naturally on the vine. Characterized by complex and intense flavours derived from concentrated sugar, acid and berry extracts, Ontario VQA Icewine continues to earn top international recognition. This much anticipated, annual harvest kicks off excitement for Niagara's Icewine Festivals which take place over three weekends every January.

In its 23rd year, Niagara's Icewine Festival is one of Ontario's biggest wine celebrations where wine lovers, cocktail fans, and foodies are sure to create memories to last a lifetime. Ontarians and visitors are invited to discover an extraordinary collection of wine and culinary experiences while tasting Icewine, one of Canada's most treasured products. Experiences also offer the opportunity for consumers to discover Ontario's exceptional VQA sparkling and world-renowned VQA red and white wines.

The Icewine Festivals kick off on Friday, January 12th at the Fallsview Casino Resort with the stunning Icewine Gala featuring this year's theme – An Authentically Canadian Evening. Enjoy an fun-filled evening of dancing with live entertainment while tasting VQA Icewine, table wines and delicious food pairings.

Outside street celebrations start the same weekend leading with Twenty Valley's Winter WineFest in Jordan Village from January 12th – 14th, followed by the Niagara-on-the-Lake Icewine Festival from January 19th – 21st and 26th-28th and then in Niagara Falls the Niagara Icewine Festival from January 26th-27th. Twenty Valley welcomes Chef Susur Lee for the 'Sparkling Dinner' and the 'Icwiner Brunch'. Niagara-on-the-Lake is featuring the 'Sparkle and Ice Diamond Gala' and the 'White on Ice Dinner'. Niagara Falls offers the chance to sip, savour and sample premium VQA Wines during three different tasting sessions.

Beginning on January 12th, visitors can start redeeming a Discovery Pass where consumers can choose eight wine and culinary pairings from a list of 35 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 2018:

[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)

Quote

"Ontario's Icewine harvest is a magical time and what better way to celebrate than by visiting Wine Country Ontario during the Niagara Icewine Festival this January. This signature celebration offers wine lovers a taste of something that is quintessentially Canadian while enjoying the beauty of winter in wine country", Sylvia Augaitis, Executive Director of Marketing for the Wine Marketing Association of Ontario.

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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.