



NEWS RELEASE

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2013 Niagara-on-the-Lake Icewine Festival Attracts Thousands with Icewine-Inspired Events

NIAGARA-ON-THE-LAKE, ON (November 2012) The Niagara-on-the-Lake Icewine Festival returns January 1 to 31, 2013. The town of Niagara-on-the-Lake will come together with the 28 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. **Signature Event weekends are January 12/13, 19/20 and 26/27.**

"Winter is a magical time to discover Niagara's wine country and one of our most cherished products, Icewine," remarks the Chair of Niagara-on-the-Lake Icewine Festival committee Jansin Ozkur, "Each year we have more visitors to the festival and have established a world-class event celebrating Canada's liquid gold!!"

The most iconic event of the Niagara-on-the-Lake Icewine Festival is the **Niagara-on-the-Lake Icewine Village**. On **Saturday, January 19** and **Sunday, January 20**, historic Queen Street is transformed into an icy winter wonderland featuring extraordinary ice sculptures. The signature kitchen of Niagara-on-the-Lake will tempt guests' palates with Icewine-inspired culinary creations and the 28 Wineries of Niagara-on-the-Lake will pour Icewine for the thousands of visitors. Admission is free.

Cocktails have evolved from their "shaken or stirred" roots and Niagara-on-the-Lake mixologists are adding Icewine into their cocktail repertoire to mix together new flavours! The **Flash & Panache: Icewine Cocktail Competition** returns for its fourth year offering signature Icewine cocktails for guests to taste as the judges muddle over which drink will win top honours. **Presented by Signature Kitchens of Niagara-on-the-Lake**, the event also features a variety of Icewine-inspired dishes. The event takes place **Saturday, January 19** from **9 pm to 11pm**. Admission is free.

Get Schooled in Cool: A Tasting with Canada's Icewine Insiders is a tasting series hosted by the award-winning Icewinemakers of Niagara-on-the-Lake. Each session is held at one of the Wineries of Niagara-on-the-Lake and includes an in-depth tasting of at least four Icewines. Icewinemakers will be on hand to answer any questions you may have about this unique product. The event takes place at **1 pm or 3 pm on January 13, 19, 20, 26, 27** and tickets are \$25 per person (plus taxes).

Step out of the cold and **Shop, Sip, Sample and Savour: Niagara-on-the-Lake Insider's Tasting Pass** in historic Downtown Niagara-on-the-Lake. On Saturday, January 26 and Sunday, January 27 from 12pm to 5 pm, the Landmark Shops in the Heritage District welcome you in with the sounds of live Canadian Jazz and food pairings to accompany your Icewine selections. Passes are \$20 per person (plus taxes).

Learn more about the Niagara-on-the-Lake Icewine Festival by visiting www.wineriesofniagaraonthelake.com or the Wineries of Niagara-on-the-Lake Facebook page at www.facebook.com/wineriesofniagaraonthelake.

Every day the Wineries of Niagara-on-the-Lake welcome guests into wine country to savour the richness of the region and to experience the 28 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 Estates, Hinterbrook, Ice House, Inniskillin, Jackson Triggs, Joseph's, Konzelmann, Lailey, Marynissen, Niagara College, Palatine Hills, Peller Estates, Pillitteri, PondView, Ravine, Reif, Riverview, Small Talk Vineyards, Southbrook, Stratus, Strewn and Sunnybrook Farm and Trius Winery. Follow the Wineries of Niagara-on-the-Lake on Twitter [@NiagaraWine](https://twitter.com/NiagaraWine).

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Media are welcome to take part in the Niagara-on-the-Lake Icewine Festival.

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