

NEWS RELEASE

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Niagara-on-the-Lake Icewine Festival Brings Back Largest Icewine Bar and an Evening of Sparkle and Ice!

NIAGARA-ON-THE-LAKE, ON The Niaqara-on-the-Lake Icewine Festival returns January 1 to 31, 2015.

The Niagara-on-the-Lake Icewine Festival is a celebration of all things Icewine and one-of-a-kind experiences in the heart of wine country. Back by popular demand, **Niagara's Iargest Outdoor Icewine Bar** at the Niagara-on-the-Lake Icewine Village and Icewine Cocktail Competition on Saturday, January 17 and Sunday, January 18th. The most iconic event of the Niagara-on-the-Lake Icewine Festival, when historic Queen Street is transformed into an icy winter wonderland featuring extraordinary Icewines from the 26 Wineries of Niagara-on-the-Lake and Icewine inspired culinary creations. The Flash & Panache: Icewine Cocktail Competition also returns for its sixth year from 9 pm to 11pm Saturday evening offering signature Icewine cocktails for guests to taste as the judges muddle over which drink will win top honours.

Returning this year to kick off the celebrations, an evening of **'Sparkle and Ice'** on Friday January 16th hosted in the historic Courthouse on Queen Street in Niagara-on-the-Lake. A celebration with our Icewinemakers sharing their favourite VQA wines paired with Icewine inspired dishes by Signature Kitchen Chefs. Live salsa entertainment throughout the evening plus a welcome Icewine Cocktail with one authentic **Sparkling Diamond** to be won at the end of the evening when you bundle up for the official Icewine toast with carved ice glass in the Icewine Village on Queen Street. Tickets are \$95. The evening is being enhanced with celebratory fireworks alongside the Icewine Village.

"Winter is a unique and magical time to discover Niagara's wine country and showcase one of our most cherished products, Icewine," remarks the Co-Chair of Niagara-on-the-Lake Icewine Festival committee Andrea Kaiser, "and we are excited to kick off the celebrations this year with the Sparkle and Ice reception, a must do event in the new year!"

The Icewine Village will remain in place during the week, with various local events taking place, leading up to Thursday's ice carving competition. Carvers will demonstrate their craft throughout the day, with judging taking just prior to the new evening dining event. In true Niagara-on-the-Lake fashion, the chefs of the Signature Kitchens are embracing Winter by hosting a Winterglow dinner – outdoors in the Icewine Village. Limited to 100 attendees, this will be another memorable culinary adventure in the Heritage District, amidst the setting of beautiful ice sculptures and enhanced by VQA wines from the Wineries of Niagara-on-the-Lake – tickets are \$100 per person, available at www.niagaraonthelake.com.

But the festivities don't stop there according to Co-Chair Paul Harbor, "We are closing out the celebrations again this year on the last weekend of the month with Shop, Sip, Sample and Savour for an afternoon of culinary and Icewine delights outdoors at the Icewine Village, with side trips inside the warm and welcoming shops," he continues, "plus the new Icebreakers Comedy Festival from Thursday to Saturday evening will be a lot of laughs featuring local talent from the region."

Step out of the cold January 24 and Sunday 25 to **Shop**, **Sip**, **Sample and Savour: Niagara-on-the-Lake Insider's Tasting Pass** in the Heritage District. Our signature kitchen chefs have selected their favourite Icewine pairings for you to taste with Canada's gift of nature. We can't wait to welcome you inside! Passes are \$20 per person. We know you will leave with a smile after attending the new 'Icebreakers' Comedy Festival, featuring local comedians and VQA wines and signature Icewine cocktails of course!

For detailed information on events or to purchases tickets call Tourism Niagara-on-the-Lake at 905-468-1950 or visit www.niagaraonthelake.com/icewine

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Media are welcome to take part in the Niagara-on-the-Lake Icewine Festival. **Contact:** Nicole Cripps, 905 468 1950 , <u>chamberevents@niagaraonthelake.com</u>