



Wine Country Ontario -

NEWS RELEASE

FOR IMMEDIATE USE

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

NIAGARA-ON-THE-LAKE, ON (December 2013)

The Niagara-on-the-Lake Icewine Festival returns January 1 to 31, 2014.

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 largest Outdoor Icewine Bar** at the Niagara-on-the-Lake Icewine Village and Icewine Cocktail Competition on Saturday, January 18 and Sunday, January 19th. 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 fifth 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.

New this year to kick off the celebrations, an evening of **'Sparkle and Ice'** on Friday January 17th 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 entertainment throughout the evening plus a welcome Icewine Cocktail with one authentic **Sparkling Diamond**, sponsored by our Landmark Shops, to be revealed to the winner at the end of the evening when you bundle up to head out to the Icewine Village for the official Icewine toast with your own carved ice glass.

Tickets are \$95.

"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 our new Sparkle and Ice reception, a must do event in the new year!"

But the festivities don't stop there according to Co-Chair Paul Harber, "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," he continues, "plus the new Icebreakers Comedy shows on the Friday and Saturday evening will be a lot of laughs featuring local talent from the region."

Step into our shops January 25 and Sunday 26 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 shows, featuring local comedians and VQA wines and signature Icewine cocktails of course!

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

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

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