



WINTER WINEFEST

Sweet. Sparkling. Sensational!

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FOR IMMEDIATE RELEASE

TWENTY VALLEY WINTER WINEFEST CELEBRATES THE SEASON

Lincoln, Ontario - Join Niagara's Twenty Valley as it celebrates the 7th annual Winter WineFest January 15th – 17th, 2016.

This year, Twenty Valley will add a little more “sensational” to their annual Winter WineFest celebrations. Jordan Village will be transformed into a holiday market style destination, complete with over 100 premium VQA wines, gourmet bites, live entertainment and a magical new setting. The charm of Jordan Village will be enhanced by bonfires, quaint seating areas, ice and art installations and hundreds of strands of lights.

“We are inviting our guests to get outside and enjoy winter,” said Sue-Ann Staff, Chairman of the Twenty Valley Tourism Association. “The new format of our Winter WineFest is inspired by the many popular Christmas markets around the world that host thousands of visitors each year. The season that enables us to create world-renowned Icewine is one worth celebrating”.

Twenty Valley is known for its premium, terroir-driven wines and focused food culture, both of which will be showcased at this year's event. Wineries will select from their favourite vintages featuring “sweet, sparkling and sensational” Icewines, sparkling wines and red and white wines. Featured Twenty Valley chefs will present special menus that celebrate the season and pair perfectly with the varietals of the region. Samples start at \$2 each – a new token price to allow guests to explore more pairings.

Food Network Chef Lynn Crawford will make her Winter WineFest debut as the headline chef of the popular ‘Sweet. Sparkling. Sensational! Dinner’ January 16th and the ‘Icewine Brunch’ January 17th. In partnership with the Tourism Partnership of Niagara, Chef Crawford will bring her uber-Canadian culinary prowess to create menus that focus on a curated list of wines from Twenty Valley. Both events are hosted in the panoramic Windows Room at Inn on the Twenty. Seating is limited, tickets are on sale now.

The weekend kicks off with an open-air concert featuring one of Canada's hottest duos, “Whitehorse”. This popular Canadian indie-folk band is featured regularly on CBC Radio 2. Hailing from Hamilton, Luke Doucet and Melissa McClelland produce a unique, stripped-down sound that has sold out venues across the country. Saturday night's main stage will feature some of Twenty Valley's favourite local bands, with all wine and food vendors open both evenings.

After the main stage closes, the party moves underground. Friday evening will debut Twenty Valley's first Cellar Speakeasy, in the Cave Spring Barrel Cellar. Local winemakers, growers, and chefs will show off their talent in an open mic setting while guests enjoy a lounge atmosphere and sip amazing craft beverages. Saturday, when the street party ends, the cellar is transformed into the ultimate After Party, with live music, hearty food and much more.

Kristene Smith, Executive Director of the Twenty Valley Tourism Association, is excited about the changes in store for Winter WineFest, “Icewine harvest is a unique celebration, and Winter WineFest is a great opportunity to experience the spirit of wine country in January. We invite you to come for the day or for the weekend and enjoy the romance of warm open fires, live music, premium wines and great culinary experiences.”

Festival hours are Friday, January 15 6:00 – 10:00PM, Saturday, January 16 11:00AM – 10:00PM and Sunday, January 17 12:00PM – 5:00PM. Stay tuned for more exciting news about Winter WineFest's 2016 programming. For news and tickets visit: <http://www.20valley.ca/site/winter-winefest>



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Niagara's Twenty Valley is home to more than 40 wineries, based in the heart of Niagara's Wine Country. The valley spans from West St. Catharines to Grimsby. Twenty Valley Tourism Association hosts wine-themed events year-round including "Wrapped Up in the Valley", "Get Fresh in the Valley" and "Winter WineFest."

The Tourism Partnership of Niagara (TPN) is a non-profit industry led organization funded by the Ontario Ministry of Tourism, Culture and Sport (MTCS). Our sub-regional partners Niagara Falls Tourism, Tourism Niagara-on-the-Lake, City of St. Catharines Department of Economic Development and Tourism, Twenty Valley Tourism Association and Niagara's South Coast Tourism Association share our vision to become the #1 international tourism destination in North America

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