



October 29, 2015

FOR IMMEDIATE RELEASE

Niagara Icewine Festival –Celebrating Another Year of Icewine Excellence

(St. Catharines, ON) – The 21st Annual Niagara Icewine Festival is around the corner and the time is right to plan your January getaway to Niagara. The 2016 Xerox Icewine Gala marks the 21st regional celebration of the truly Canadian icon; Icewine.

What began as a gala event has evolved into three weekends of globally sought after Icewine experiences. From stunning formal affairs to outdoor Ice village settings to wineries setting the stage with incredible culinary and Icewine delights; Niagara is the place to explore your senses.

- **Taste** the best in culinary and wine; as noted Niagara chefs prepare Icewine infused delights or create the ultimate Icewine pairing
 - **Feel** the cold on your cheeks as you stand amidst Icewine vines and learn how Icewine is produced
 - **Gaze** at the beauty that surrounds you as you follow the famed wine route as it threads its way from the Niagara Escarpment to the Niagara River
 - **Smell** the rich honey and peach undertones of a perfectly balanced Icewine, followed by a savoury morsel that is equally mouth watering
 - **Listen** to the storytellers at our wineries as they share their memories of an Icewine Harvest

We take great pride in celebrating this time of year and guarantee a Festival experience like none other in the world. The Xerox Icewine Gala on Friday January 15th is Niagara's hottest wine and culinary ticket; as the Fallsview Casino Resort Grand Hall is transformed into an evening of luxury and opulence. Live entertainment, dancing and an evening of the best wine and food Niagara has to offer, sets the tone for a weekend to remember.

Follow up the Icewine Gala with the Discovery Pass presented by Outlet Collection At Niagara and explore the wintry landscape along the Niagara wine route. This ever popular tasting program runs Fridays through Sundays for three weekends beginning January 15th. Use your pass to experience eight (8) wine and culinary pairings from over 35 incredible wineries. From hearty chilis and savoury soups to sweet treats paired with VQA Icewines and tables wines; the experiences are sweet, savoury and spicy.

New for 2016 is we celebrate Winterfest in Downtown partnering with the popular Downtown D'Lish. The newest addition to the famed wine route is St. Catharines. Here you will discover a burgeoning culinary scene highlighting the bounty of Niagara. From January 8th to 30th partnering restaurants in The Heart of Niagara will be offering culinary creations and libations inspired by Icewine.

For a complete listing of all Icewine Festival programming and events, visit www.niagaraicewinefestival.com

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For more information contact:

Kimberly Hundertmark

Executive Director, Niagara Grape and Wine Festival

T: 905-688-0212 ex.117

kimberlyh@niagarawinefestival.com