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FOR IMMEDIATE RELEASE

### **Niagara Icewine Festival –Celebrating Another Year of Icewine Excellence**

(St. Catharines, ON) – The 22<sup>nd</sup> Annual Niagara Icewine Festival is around the corner and the time is right to plan your January getaway to Niagara. The 2017 Xerox Icewine Gala marks the 22<sup>nd</sup> 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- **Sugar & Spice...Everything Ice** on Friday January 13<sup>th</sup> 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 showcase of the most extraordinary VQA wine and food that Niagara has to offer, sets the tone for an evening 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 13<sup>th</sup>. Use your pass to experience eight (8) wine and culinary pairings from 38 incredible wineries. Local chefs work with winery partners to create incredible tasting experiences that are sweet, savoury and spicy; from hearty chilis and savoury soups to sweet treats paired with VQA Icewines and table wines.

The Niagara Icewine Festival is your ticket to an incredible weekend getaway in the heart of Niagara's Wine Country.

For a complete listing of all Icewine Festival programming and events, visit [www.niagarawinefestival.com](http://www.niagarawinefestival.com)

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