



November 2, 2016  
**FOR IMMEDIATE RELEASE**

## **WINTER WINEFEST SET TO HEAT UP ICEWINE SEASON**

*Twenty Valley's annual festival expects 10,000 visitors*

**Lincoln, Ontario** – Niagara's Twenty Valley will celebrate its 8th annual Winter WineFest January 13th – 15th, 2017 in Jordan Village. The popular event showcases over thirty-five premium food and craft beverage producers from the region for an authentic winter experience.

Themed around the beautiful European Christmas markets, Winter WineFest is a true celebration of winter. The outdoor wine and culinary market highlights the beauty of the season and the charm of Jordan Village with warm cozy fire pits, outdoor art installations and thousands of twinkle lights.

Television host and celebrity Chef David Rocco, best known for his worldwide hit television programs David Rocco's Dolce Vita, David Rocco's Amalfi Getaway, and his newest program, David Rocco's Dolce India, will make his first Winter WineFest appearance as the headline chef of the popular 'Sparkling Dinner' January 14th and the 'Icewine Brunch' January 15th. Chef Rocco will bring his flair for authentic culinary flavour to create menus that focus on beautiful 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 the month long Icewine celebrations throughout the region. New for 2017, admission is free to the wine and culinary throughout the weekend and will feature Icewines, sparkling wines and red and white wines. Featured Twenty Valley chefs will present seasonal dishes that pair perfectly with the varietals of the region.

Featured programming will include Vogue in the Valley, Saturday and Sunday at 2pm presenting our local runway stars strutting fashions from Jordan Village. Returning by popular demand, the One-Pot Challenge will take place on Saturday afternoon, hosted by Kristen Eppich of *House and Home Magazine* and Chef David Rocco. Join us Saturday, for the notorious wine-makers Barrel Rolling Competition, cheer on the few brave enough to roll a 100lb wine barrel end over end on Main Street; and Sunday at 3:30pm for the newest addition, the Icewine Puck Shoot out hosted by TSN's own Louis Butko!

When the village winds down, the party is just beginning! This year's 'Friday the 13th' party will rock the Cave Spring Barrel Cellar, while Saturday's ultimate #shakethecave Party will heat up the night with live music, hearty food and much more. Both parties kick-off at 9PM, tickets are limited and on sale now.

"There is always mounting excitement when we talk about winter in Niagara's Twenty Valley. Winter WineFest is a memorable way to celebrate, explore and experience the artisanal style of each wine-makers craft" said Kristene Smith, Executive Director of the Twenty Valley Tourism Association. "We take pride in the approachable, well-balanced flavours featured in more than 100 VQA wines which pair naturally with local culinary delights."

Festival hours are Friday, January 13: 6:00 – 9:00PM, Saturday, January 14: 12:00PM – 9:30PM and Sunday, January 15: 12:00PM – 4:00PM. Stay tuned for more exciting news about Winter WineFest's 2017 programing. For news and tickets visit: <http://www.20valley.ca/site/winter-winefest>

### **Niagara's Twenty Valley approved images are credited to Carole and Roy Timm Photography**

*Niagara's Twenty Valley is a premium wine country destination, with breath taking landscapes that are rich in culture. Annually the tourism association hosts its Winter WineFest as a celebration of the Icewine harvest. 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."*

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