



NEWS RELEASE

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## **Niagara-on-the-Lake Icewine Festival Returns in 2012 Showcasing New and Updated Icewine-Inspired Events**

**NIAGARA-ON-THE-LAKE, ON (November 2011)** The Niagara-on-the-Lake Icewine Festival returns January 1 to 31, 2012. The entire town of Niagara-on-the-Lake, which was ranked the #1 Food and Wine Destination in Canada by TripAdvisor, comes together during this annual celebration. The 2012 event line-up is filled with new Icewine-inspired events, and updated favourites. Icewine-focused events are offered by the Wineries of Niagara-on-the-Lake and the Signature Kitchens of Niagara-on-the-Lake daily throughout January. Signature Event weekends are January 14/15, 21/22 and 28/29.

Icewine, Music & the Great Outdoors, is the unofficial kick-off to the Niagara-on-the-Lake Icewine Festival with a concert by the Arkells. The popular Juno Award-winning band will perform in Jackson-Triggs' open-air amphitheatre on Saturday, January 14 from 2 pm to 4 pm. Tickets for the event are \$25 per person (plus applicable taxes) and the price includes an Icewine toque and donation to the Red Roof Retreat.

Get Schooled in Cool: Tasting with Canada's Icewine Insiders is a tasting series hosted by the award-winning Icewinemakers of Niagara-on-the-Lake. Each session is held at one of the Wineries of Niagara-on-the-Lake and includes an in-depth tasting of at least four Icewines. These tasting seminars take place at 1 pm or 3 pm on Saturdays and Sundays in January (January 14, 15, 21, 22 and 28).

The most iconic event of the Niagara-on-the-Lake Icewine Festival is the Niagara-on-the-Lake Icewine Village. On Saturday, January 21 and Sunday, January 22, historic Queen Street is transformed into a winter wonderland. Set to the sound of Canadian Jazz and surrounded by sparkling ice sculptures, the 28 Wineries of Niagara-on-the-Lake pour their award-winning Icewines for eager tasters and the Signature Kitchen Chefs serve up culinary treats prepared to complement the wine.

During Flash & Panache: Icewine Cocktail Competition, the mavericks of Niagara-on-the-Lake's cocktail scene shake, stir, muddle and mix Icewine into their repertoire. The resulting Icewine cocktails are available for guests to taste as the judges decide which one wins top honours. Presented by Signature Kitchen Chefs, the event also features a variety of Icewine-inspired dishes to sample. The event takes place Saturday, January 21 from 9 pm to 11 pm.

The Icewinemakers of the Wineries of Niagara-on-the-Lake trade in their tasting glasses for hockey sticks for Winemakers on Ice, an "ultimate" hockey showdown held on Ravine Vineyard's outdoor rink. Taking place on Saturday, January 28 from 2 pm to 4 pm, Niagara-on-the-Lake's first Icewine Cup is on the line. A range of culinary delights will fuel the fans and the Wineries of Niagara-on-the-Lake will be on hand pouring a selection of vintages.

Learn more about the Niagara-on-the-Lake Icewine Festival by visiting [www.wineriesofniagaraonthelake.com](http://www.wineriesofniagaraonthelake.com), [www.niagaraonthelake.com](http://www.niagaraonthelake.com) or the Wineries of Niagara-on-the-Lake Facebook page at [www.facebook.com/wineriesofniagaraonthelake](https://www.facebook.com/wineriesofniagaraonthelake).

Every day the Wineries of Niagara-on-the-Lake welcome guests into wine country to savour the richness of the region and to experience the 28 distinct wineries, each with its own personality reflected in the wines they craft. The members of Wineries of Niagara-on-the-Lake are: Cattail Creek, Château des Charmes, Colaneri, Coyote's Run, Diamond, Hillebrand, Hinterbrook, Ice House, Inniskillin, Jackson Triggs, Joseph's, Konzelmann, Lailey, Maleta, Marynissen, Niagara College, Palatine Hills, Peller Estates, Pillitteri, PondView, Ravine, Reif, Riverview, Southbrook, Stonechurch, Stratus, Strewn and Sunnybrook Farm. Follow the Wineries of Niagara-on-the-Lake on Twitter [@NiagaraWine](https://twitter.com/NiagaraWine).

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Media are welcome to take part in the Niagara-on-the-Lake Icewine Festival. Opportunities to participate in FAM trips are also available upon request.

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