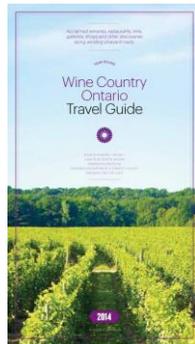




**MEDIA RELEASE
For Immediate Release**

**HOT OFF THE PRESSES...THE 2014 WINE COUNTRY ONTARIO TRAVEL GUIDE
HAS MORE WINERY LISTINGS THAN EVER**

The guide showcases 107 wineries and makes travel planning easy



NIAGARA, ON, May 15, 2014 – As the wine-touring season swings into high gear, Wine Country Ontario has just released its highly coveted 2014 Wine Country Ontario Travel Guide. Featuring a record 107 wineries, along with insider tips on how to make the most of an Ontario wine country experience, this must-have travel tool takes the guess work out of planning your next wine country outing, whether it be for a day, a weekend or a longer stay - a task that can sometimes seem daunting to visitors.

With a visually stunning design and a detailed listing of Ontario's finest wineries, the guide serves as the complete wine country resource for visitors to the region. It showcases the wineries in Ontario's four primary wine touring destinations – Lake Erie North Shore, Niagara Escarpment & Twenty Valley, Niagara-on-the-Lake and Prince Edward County, provides factoids about the appellations and includes in-the-know information about the emerging regions, where innovative vintners are pushing the boundaries of Ontario's wine country. It also includes a directory of charming accommodations, world-class restaurants, popular events and the region's best experiences, along with general tourism information. The convenient pull out map provides visitors with the same comprehensive list and offers suggested itineraries and travel tips.

"This year's Travel Guide showcases the best-in-show of Ontario's beautiful wine country," says Hillary Dawson, President of the Wine Council of Ontario promoting Wine Country Ontario. "It not only provides valuable information, interesting factoids and insider tips, it immerses visitors in the beauty and charm of our wine country, making it easy for them to plan their next visit. From stunning wines and unforgettable experiences to inspired cuisine and elegant inns, this guide has it all."

Eight wineries are new to this year's guide and part of Ontario's Wine Route:

- Back 10 Cellars, nestled between Beamsville and Vineland, produces small batch wines from their 10 acre property
- Daniel Lenko Estate Winery boasts the oldest Chardonnay planting in Canada thanks to three generations of grape growing by the Lenko family
- Di Profio Wines is a family owned winery producing small lot wines using gravity flow winemaking
- Domaine Queylus proudly focuses on Pinot Noir, Chardonnay, Merlot and Cabernet Franc
- Karlo Estates offers North America's first Vegan-certified wines
- Rennie Estate Winery considers themselves a micro-vintner and is working with winemaker Shiraz Mottiar of Malvoire Wine Company
- The Ice House Winery is dedicated to producing "Canada's liquid gold"
- Two Sisters Vineyard is one of Niagara's newest wineries set to open this summer

"Wine Country Ontario is a unique tourist destination that offers consumers a real sense of place," adds Dawson "This annual guide represents a first step to understanding the true taste of Ontario."

In late June, 500,000 copies of the guide will be distributed with the summer issue of LCBO's Food & Drink magazine. It will also be available throughout the year at wineries, at Ontario Tourism and Information Centres (OTIC), and viewed as an e-book at www.winecountryontario.ca. Consumers can also request a free copy by calling 1-800-ONTARIO and are being encouraged to share in the excitement by using the hashtag #GotTheGuide throughout their social media conversations.

Wine Country Ontario is dedicated to promoting Ontario's wine-growing regions—from the wines and wineries themselves to the complete experience of each destination: local cuisine, year-round activities and warm hospitality. Wine Country Ontario promotes Ontario's vintners and the unique qualities of our authentic, 100% VQA wines.

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